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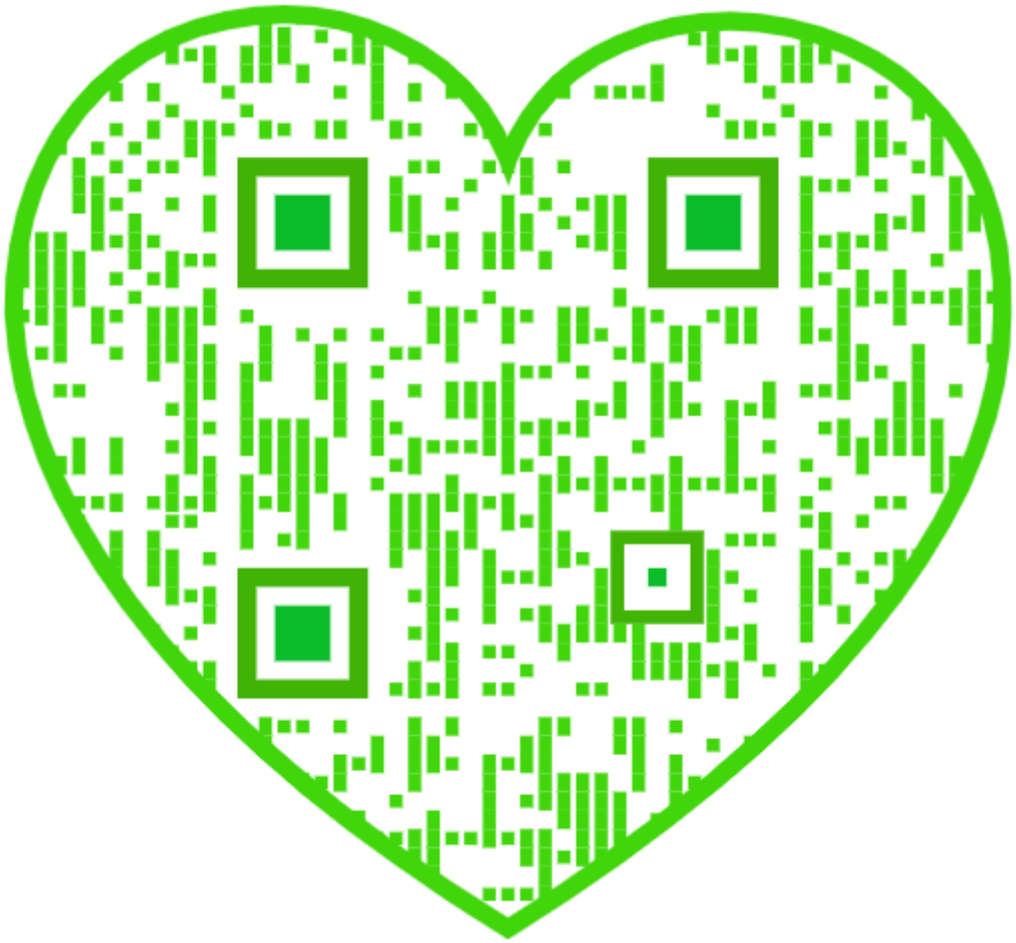

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CONTENTS OF REEL 183

1) The Tobacco world, v. 44, 1924
MNS# PSt SNPaAg183.1

Title: The Tobacco world, v. 44

Place of Publication: Philadelphia, Pa.

Copyright Date: 1924

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130 0 Tobacco world (Philadelphia, Pa.)
245 14 The Tobacco world
260 Philadelphia, [Pa. $bs.n.]
300 v. $bill. $c38 cm.
310 Monthly $bApr. 1936-
321 Weekly $b<1902>-1909
321 Semimonthly $bJan. 1910-Mar. 15, 1936
500 Description based on: Vol. 22, no. 1 (Jan. 1, 1902); title from caption
500 Published by Tobacco World Corp., Philadelphia, Pa., <19__>-
500 Some combined issues
500 "Devoted to the interests of importers, packers, leaf dealers, tobacco and cigar manufacturers and dealers."
500 Occasional missing and mutilated pages
515 Vol. 22, no. 38 (Sept. 17, 1902) mismarked as v. 22, no. 37; vol. 52, no. 14 (July 15, 1932) mismarked on cover as v. 54, no. 14
533 Microfilm $mv.22,no.1 (1902)-v.22,no.20 (1902),v.22,no.22 (1902)-v.22,no.33 (1902),v.22,no.35 (1902)-v.22,no.51 (1902),v.22,no.53 (1902)-v.24,no.42 (1904),v.24,no.44 (1904)-v.25,no.44 (1905),v.25,no.46 (1905)-v.26,no.42 (1906),v.26,no.44 (1906)-v.26,no.48 (1906),v.26,no.50 (1906),v.27,no.1 (1907)-v.28,no.11 (1908),v.28,no.13 (1908)-v.63,no.6 (1943),v.65,no.1 (1945)-v.65,no.12 (1945) $bUniversity Park, Pa. : $cPennsylvania State University $d1998 $e38 microfilm reels ; 35 mm. $f(USAIN state and local literature preservation project. Pennsylvania) $f(Pennsylvania agricultural literature on microfilm)
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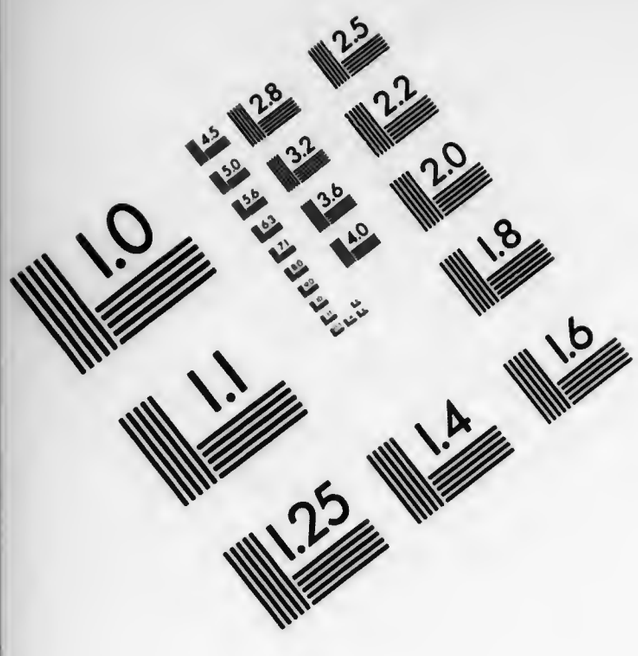

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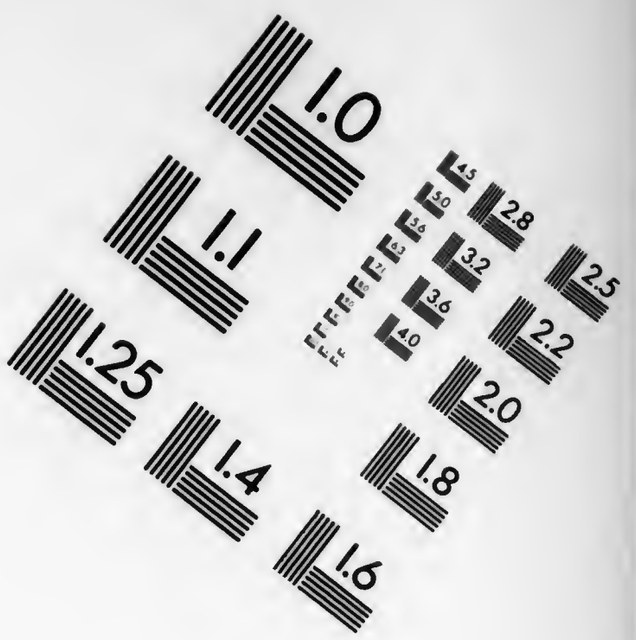

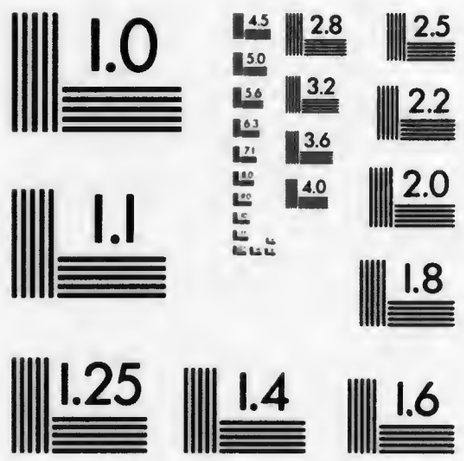

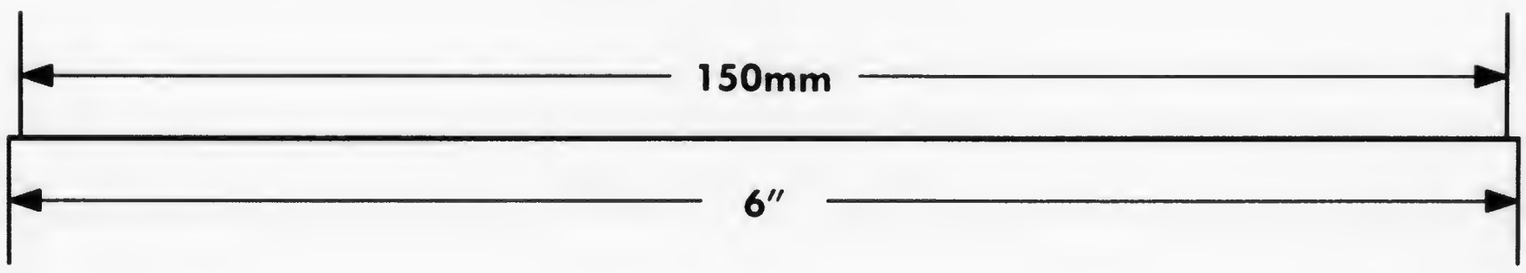

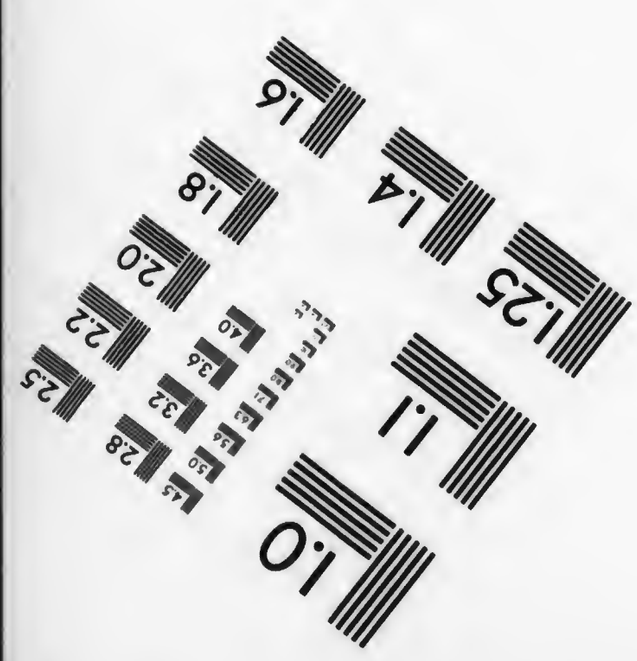

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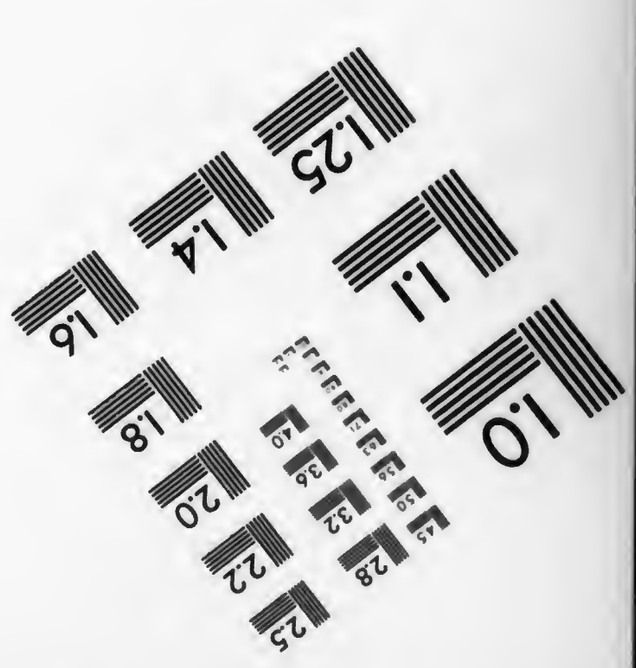

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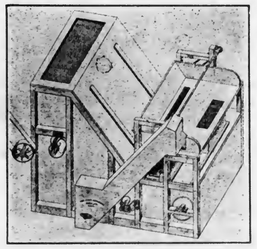
VOLUME 44 No. 1

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler
CIGARS
Will do well to try our
Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company
YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

317122

WOODEN BOXES are better

They Improve The Bouquet of the Cigar

Cigars are a vegetable product, they age and mature better in Wooden Boxes. The wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by nature.

and for these 5 other reasons:

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

Best When Packed — After all nothing satisfies like a good cigar — *in Wooden Boxes*

START THE "NEW YEAR" RIGHT

By exhibiting in the

SECOND INTERNATIONAL TOBACCO INDUSTRIES EXPOSITION

71st Regiment Armory, 34th St. and Park Ave. :: January 28th to February 2nd, 1924

Concerning Chocolate Eclair Backbones

The manufacturer who says, "Go get someone else in my line—and then I will go in," will NEVER loom big in affairs of his trade because he **doesn't do his own thinking.** Being afraid to take the center of the stage, he is doomed for life "to sing in the chorus." The big rewards have always fallen to the PIONEERS—the man who dares—the foot that makes its own tracks, instead of **following** in another's. We suppose that when Gabriel blows his trumpet, members of the Timid Brotherhood will huddle together, sheeplike, and wait until SOMEBODY leads the way UP or DOWN. Let us hope that no practical joker starts a stampede in the wrong direction.

The SHOW deserves your support; yes, we mean you, because it will strengthen, broaden and dignify a great industry. But, it is not on sentimental grounds that we seek exhibitors. ONLY a few hundred dollars is asked for an unusual amount of concentrated publicity—the attention of thousands of interested manufacurers, jobbers, retailers and approximately a quarter of a million smokers—that you cannot obtain by ANY OTHER METHOD AT ANY PRICE.

You cannot advance one SOUND reason, one valid argument why YOU as a manufacturer, or selling agent, will not be benefited by displaying and demonstrating your line to these thousands of MANUFACTURERS, JOBBERS, RETAILERS and SMOKERS THAT WILL COME HERE EXPRESSLY TO INVESTIGATE AND BUY. Think it over—talk it over—sleep it over. We are confident of your decision.

Go the Man in the Office Marked "Private"

You deal with most customers at long range. Many of them you've never met. You know them only by **letter** and **ledger.** Why not **meet** and **greet** them face to face at the SHOW? YOU will profit by knowing them personally. THEY WILL profit by knowing you personally. A friendly handclasp will clasp your trade CLOSER AND TIGHTER. A tactful word, a cheery smile, a good-humored grip will make them feel that you value their accounts ABOVE the mere dollars and cents consideration of self-interest. Get to know your CUSTOMERS—every mother's son of them—and let them know you. The SHOW is the place to see new faces, old faces, big customers, little customers and ALL CUSTOMERS.

Act At Once

Practically forty days remain for you to arrange for YOUR display at the SHOW. Don't put off! Don't sow a crop of regrets. Don't be among the members of the "Wish-I-Did Club," who will wander dispiritedly up and down the aisles of the Armory, in it, but not **of it,** with the courage that came too late and **hindsight** that should have been **foresight.** What excuse except false economy can you give for not supporting a merchandising project so worthy, so modern, so **unifying** in its effects upon all branches of the tobacco industry?

ADDRESS ALL COMMUNICATIONS TO

TOBACCO INDUSTRIES EXPOSITION

Broadway and 34th Street

Telephone, Pennsylvania 5700

HOTEL McALPIN **NEW YORK CITY**

SHEIP & VANDEGRIFT

INCORPORATED

NELSON M. VANDEGRIFT, President

CIGAR BOXES

QUALITY AND SERVICE

812-832 N. Lawrence St. Philadelphia, Pa.

THE DEISEL-WEMMER CO. **Makers** **LIMA, OHIO**

THE verdict of millions of judges of cigar quality is that Bayuk Products win in any case. Displayed up front in your store, they will bring you bigger business.

BAYUK CIGARS, INC.

Originators of the

BAYUK INIMITABLE BLEND and BAYUK INCOMPARABLE BRANDS

PHILADELPHIA

New York, 119 Lafayette Street **Phone Franklin 3166**

MUTILATED PAGE

Mild!

After all nothing satisfies like a good cigar

The new
LA TOSELLA
BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOSCHOW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

TOBACCO MERCHANTS ASSOCIATION
OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. .....President
CHARLES J. EISENLOHR, Philadelphia, Pa. .....Ex-President
WILLIAM BEST, New York, N. Y. .....Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. .....Vice-President
GEORGE H. HUMMEL, New York, N. Y. .....Vice-President
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H. H. SHELTON, Washington, D. C. .....Vice-President
WILLIAM T. REED, Richmond, Va. .....Vice-President
HARVEY L. HIRST, Philadelphia, Pa. .....Vice-President
ASA LEMLEIN, New York, N. Y. .....Treasurer
CHARLES DUSHKIND, New York, N. Y. .....Counsel and Managing Director
Headquarters, 5 Beekman Street, New York City.

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CHAS. B. WITTROCK, Cincinnati, Ohio.....Vice-President
GEO. E. ENGEL, Covington, Ky. .....Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio.....Secretary

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JACK ECKSTEIN .....1st Vice-President
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LEO RIEDERS, 240 West 118th Street, New York City .....Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

JOSEPH WINNICK .....President
SAMUEL WASSERMAN .....Vice-President
ARTHUR WERNER, 51 Chambers St., New York City..Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

WISCONSIN TOBACCO FOR SALE.—Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Co., Wis. L. G. Anderson, 2127 Iowa St., Chicago, Ill.

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 41 JANUARY 1, 1924 No. 1

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Smokers demanded a better cigarette

—and they got it!

Chesterfield

—that's why Chesterfield is America's fastest-growing cigarette

Everybody loves a new hotel.

THE
SYLVANIA

Philadelphia's newest and most beautifully furnished hotel will fulfill your expectations of hospitality, good food and fine service.

J. C. Bonner for many years associated with the management at Ritz Hotels is Managing Director of the Sylvania.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

LET US HELP YOU
ELIMINATE THE TOBACCO BUG
By treating your tobacco with the exterminator
BY THE SHUEY PROCESS OF STERILIZATION
The only known preparation on the market that will give you permanent relief from future infections

Tested Approved and Adopted by Leading Growers, Packers and Manufacturers

USE SATISFACTION Tobacco Herein OUR TO DEALER Contained Treated by SHUEY'S Process of Sterilization TO CONSUMER STAMP BENEFICIAL PURITY

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself
SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OHIO

Volume 44

THE TOBACCO WORLD

Number 1

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JANUARY 1, 1923 Foreign $3.50

EDITORIAL COMMENT

THE *Chicago Tribune* says it is going ahead with those reputable merchants, manufacturers and financiers who believe that "business is as good as we make it."

Along that line it looks as if the *Tribune* would have plenty of company, for reports from many industries, exclusive of the tobacco industry, indicate that advertising appropriations are being increased for 1924. There are, of course, some exceptions, but the general indications are that there will be a great impetus given to sales efforts in the New Year.

We believe that all things point to a good business year, with keen competition on every hand. This is necessarily going to retard profits but with increased business and greater demand it is then only a step to really prosperous times.

The cigar industry needs more advertising if it is going to create an increased demand. Brands need to be better known to the trade, as well as to the consumer. It is gratifying to note the cigar manufacturers who are now turning to page advertising in the trade journal, where a few years back they were content with small space. Page advertising dominates and cannot fail to draw the reader's attention.

It isn't the business of trade advertising to put orders on the advertisers' order books, although it often does it, but rather to make it easier for the salesmen to get them.

We are reminded of the story told by Jesse H. Neal, secretary-treasurer of the Associated Advertising Clubs of the World, before their convention in Atlantic City last June.

He told of an advertising manager who was getting much the worst of it, apparently, from the salesmen during a conference. Finally one of the old-timers got up and said, "Now I would like to ask you if you can show me a single order that advertising ever put on my order book." It looked like the knock-out punch.

The advertising manager thought for a moment and said, "Yes, my friends, I will answer your question if you will first answer one of mine, *Will you show me a single load of hay the sun ever put in the barn?*"

It is a pretty tough road for the salesman when he has to sell his merchandise through sheer personal effort, but many of them are able to do it. How much more could such men sell if their path to the trade was made easier by trade journal advertising? We don't pretend to answer the question as to how much more, but we do know that it is *More*.

Business is, after all, as good as we make it. If the industry will get behind their brands and their salesmen with good merchandise and back it up with good advertising, we feel confident that the cigar business in 1924 will be better—much better!

MANY firms in all lines of industry have been somewhat disappointed to find that although they had a big volume of business there were no profits in 1923. Admittedly everything is high. Manufacturing costs are high, selling costs are high and overhead is high.

In the cigar industry rising costs have left the manufacturers in a position where they have had to fight in every honorable way for the lowest prices obtainable on everything they purchased. We venture to say that there are many cases where the bulk of the profits in 1923 were made in the purchasing department rather than in the sales department.

The very keen competition that has existed and does exist today, has from one viewpoint, at least, had a material bearing on the cost of doing business.

A very pertinent example was cited to us the other day.

A cigar manufacturer called on seven firms to quote on the reprint of a large label order. Seven estimating departments turned handsprings to cut corners and get the order. Seven high-priced executives made a round-trip of between 800 and 1000 miles. One man got the order, and he was the man who had it before. The manufacturer himself admitted that he did not believe the order could be filled without a loss, but that it was no fault of his.

(*Continued on Page 9*)

DETROIT

Detroit Reports 1923 Greatest Year Ever for Business in General—New Filtration Plant Opened—Another United Holdup Reported—Charles F. Becker Truck Stolen

Detroit, Mich., December 26, 1923.

WITH the holiday rush over, Detroit's retail cigarists are now making preparations for their yearly inventories. Christmas has gone, and its now stock-taking time. According to reports, a tremendous business was enjoyed in every line of business, money was plentiful and every one had the Christmas spirit, "It's more blessed to give than receive."

Many of Detroit's leading retailers are making arrangements and getting their business in shape to enjoy well-earned vacations, time tables have been scrutinized, and the Detroit cigar fraternity will be well represented in Tampa, Key West and St. Petersburg this season.

Detroit cigar manufacturers report the year of 1923 as the greatest the industry has ever experienced in our city. Many factories have been running at top speed throughout the holiday week, in order to have sufficient stock to make January shipments. It's reported that some factories will not close down a single day for stock-taking. Owing to the great demand for their merchandise throughout the country, and to expedite shipments, it's necessary to keep their plants on full production.

Detroit received its greatest Christmas present on Saturday, December 22, when the new filtration plant in Waterworks Park, which will give a pure water supply to the entire city, was opened formally. The new plant, one of the largest in the world of its kind, was turned over to the city by Francis L. Sward, chairman of the board of water commissioners. The plant will be able to supply 400,000,000 gallons of purified water to Detroit each day. The cost of the great plant will be around $4,480,000.

Miss Lylas MacTavish, of the Watkins Cigar Company, is confined to her home suffering with a severe attack of grippe. Her many friends wish her a speedy recovery.

Jimmie Walsh, of M. Melachrino & Co., and Jack Finn, of Phillip Morris & Co., have returned from New York City, where they spent the holiday season with their families.

Al Webb, of the Chas. F. Becker Company, has returned from Birmingham, Ala., and New York City, where he spent the holiday season. He was accompanied on the trip by Mrs. Webb, who has remained in the East visiting friends for a fortnight.

"Padlocks as an adornment to the architecture of Detroit threatens to become common enough to set an entirely new style."

Two natty armed bandits staged a daylight holdup last week at the United Cigar Company's store at Woodward Avenue and Watson Street, and made a clean get-away with five hundred dollars in cash and a good supply of Christmas smokes. While one of the polite and gracious bandits waited on the customers, the other bound and gagged William Rohde, the clerk in charge, and held him a prisoner in a closet.

Frank J. Horning, of the Consolidated Cigar Corp.'s sales force, has returned from a trip to Indianapolis, where he spent the holiday season with his family. Frank is now busy promoting the sale on the Consolidated products through Claude E. Howell & Co., local distributors.

"December 21st is listed as the shortest day in the year, and December 25th is the brightest." The slogan prior to the brightest day was, "Do your Christmas shopping early," but this week it is, "Do your Christmas *swapping* early."

A truck belonging to the Charles F. Becker Company, distributor of "Webster," "Robert Emmet" and "Blackstone" cigars, was stolen, with its contents, valued at $1900, while the driver was delivering supplies at Woodward and Milwaukee Avenues, on December 20th.

Jim Williams, of A. Amo & Co., has returned from New York City, where he spent the holiday season.

Maurice Hotchkiss, manager of the Cadillac Bowling Alleys, won the all-events in the Central States Bowling Association tournament, which was held in Toledo during the first week of December. His total score for singles, doubles and team was 1883. The Cadillac Alleys are located on Congress Street, just east of Woodward Avenue, and are considered to rank with the finest in the city. They operate two up-to-date cigar stands, where all the popular and fast-selling brands are handled.

Charles Gauss, wholesale tobacconist of Grand River Avenue, has returned from a trip to New York City.

Samuel T. Gilbert and Samuel W. Gates, of the Webster Cigar Company, returned recently from New York, where they went to attend the funeral of Mrs. Joseph B. Wertheim.

Norman Schwartz, vice-president, and R. O. Brandenburg, secretary and treasurer of the Bernard Schwartz Cigar Corporation, manufacturers of the famous "R. G. Dun" cigars, have returned from a business trip to Chicago.

Christmas news, usually dull, followed the rule yesterday. It told of a bootlegger captured with $46,000 in his pockets.

The pipe business in Detroit was wonderful this Christmas; every dealer reports a splendid trade on the high-grade makes. The pipe displays in the various stores were the finest ever seen in our city. Every manufacturer of pipes and tubes was well represented in the attractive displays seen throughout the city.

With best wishes for a happy and prosperous New Year, I am,

Yours truly,

MIKE OF DETROIT.

L. B. HAAS & COMPANY IN SEVENTIETH YEAR

The firm of L. B. Haas & Company, of Hartford, Conn., is in its seventieth year of successful business, and is now one of the best-known firms in the tobacco business in Hartford.

The firm, in spite of its three score years and ten, is not infirm by any means but is making plans to take care of its ever-increasing business.

BIG NIGHT FOR EISENLOHR

The sales organization of Otto Eisenlohr & Bros. had its annual get-together Sunday night, December 30th, at the Ritz-Carlton.

On the cover of the catalogue of the affair it was characterized as a dinner. It was all that—and more.

Ben R. Lichty, president of the Eisenlohr concern, was presented with a handsome rifle with his name in silver on the stock.

Santa Claus was there with a whole tree full of gifts. Everbody got something.

The speakers included Mr. Lichty, Charles J. Eisenlohr, Joseph F. Cullman, Joseph F. Cullman, Jr., Ralph B. Evans and Jacob Binder, Jr.

There were a dozen or so vaudeville acts.

A SUGGESTION TO PREVENT BREAKAGE OF CIGAR WRAPPERS

The following article appears in the *Tobacco Barometer*, a monthly bulletin published by the Tobacco Merchants Association:

The T. M. A. is indebted to Mr. Nelson W. Strobridge, president, the Strowbridge Lithographing Company, Cincinnati, Ohio, for a letter received from him, in which, after pointing out that the wrappers of cigars are frequently broken by the removal of the bands, he states:

"This seems a needless annoyance to the smoker and the writer believes that, if you took the matter up with the paper makers and the label printers, a paper could be devised with a pronounced grain running transversely to the direction of the band so that, when one starts to tear it, it would tear readily across the band without breaking the wrapper of the cigar.

"This is respectfully submitted for your consideration. The writer believes the paper makers could work it out to give a paper that would tear readily across the band and still be firm enough to prevent stretching during the operations of printing."

This seems to be a suggestion which is worthy of more thoughtful consideration.

Editorial Comment

(*Continued from Page 7*)

You want to know why everything costs so much? Figure it out for yourself. Seven expense accounts and one order at a loss. Some other manufacturers will have to pay that loss, and some other manufacturers will have to contribute toward the payment of those seven expense accounts.

To us it seems as if the manufacturer could have cut down the overhead for some of the seven firms. He was buying either for price or quality. If he wanted price, he could certainly figure out two or three firms that would have satisfied his desires. If he wanted quality he could have picked out two or three firms that would have given all the competition necessary.

You may ask why was it necessary for all seven firms to send representatives. In this day of keen competition no firm depends on mail or wires to land the big orders.

If we are going to expect lower prices and at the same time have everyone doing business at a profit, we must contribute our share of interest and effort to eliminate those factors that contribute in no small way to the unnecessary expenses of doing business.

NEW DISTRIBUTOR FOR BOSTON

On January 1, 1924, the United Retailers of 48 Summer Street, Boston, and the Inter-City Cigar Company of 27 Haymarket Square, will merge into one company known as the United Retailers, Incorporated, with enlarged headquarters at 48 Summer Street, Boston.

Mr. Benjamin M. Greenbank will become president of the new company, having been president of the United Retailers.

Mr. James M. Farren will act in the capacity of vice-president, having been for the past year president and general manager of the Inter-City Cigar Company and previous to that time active in its management, along with Mr. E. M. Davis, its former president.

Mr. Howard D. Johnson will act as treasurer and general manager of the new consolidation and as all three men are well known as active live-wire salesmen, the prospects are most encouraging for the brands that they will distribute, which comprise the "Girard" (Roig & Langsdorf's, Incorporated); "Yankee Division" and Johnson & Company's "Private Stock."

Mr. Johnson, who as general manager, will direct the policy of the United Retailers, Incorporated, is the son of the late John H. Johnson, who was well and enviably know in the cigar industry for many years, up to the time of his death a few years ago. The assuredly capable management and selling knowledge together with the wide cigar experience of the personnel of the United Retailers, Incorporated, should be conducive to rapid and continued growth and the success of the company would therefore seem to be assured.

After all nothing satisfies like a good cigar

AUSTRIA TAKES MORE AMERICAN TOBACCO

The present demand for American tobacco in Austria is greater than in 1913, though present prices of American tobacco in Austria are four times higher than in that year, says Assistant Trade Commissioner P. M. Terry in a report to the Department of Commerce.

In 1913 the Austrian monopoly used approximately 75,000,000 pounds of tobacco, of which about 62,000,000 pounds came from Hungary and about 4,200,000 pounds from the United States. The imports from the United States during the fiscal years 1921, 1922 and 1923 were about 4,400,000 pounds, 2,200,000 pounds, and 4,300,000 pounds, respectively. The American tobacco consisted principally of Virginia and Kentucky darks, though small quantities came from Maryland and Ohio.

At present the greater portions of the tobacco used for making cigars comes from the Dutch East Indies, Brazil and Cuba; that for making cigarettes, from southeastern Europe; and that for smoking, from Hungary, America and Dutch East Indies.

Austria prefers Turkish tobacco for cigarettes, not wholly on account of a cultivated taste, but because it can be bought more cheaply than American tobacco. Also, the price in the Netherlands on Java tobacco, which can be used for the same purpose, is lower than American tobacco.

Austria imports tobacco through the ports of Bremen, Amsterdam, Rotterdam and Trieste. The usual custom of payment is 80 per cent. of the purchase price when goods are aboard steamer and the balance on arrival of tobacco at the factory, although the monopoly has paid cash to very reliable firms on shipment of tobacco.

BAYUK HOLD ANNUAL CONFERENCE

During the past week the entire selling organization of Bayuk Cigars, Incorporated, has assembled from all over the United States, at one central point, the home office at Third and Spruce Streets, this city. Thursday and Friday of the past week was taken up entirely with conferences, during which very impressive talks were given by Mr. Samuel Bayuk, president of the corporation, Meyer Bayuk, treasurer, and H. S. Hirst, vice-president. The subjects of the talks were manufacturing and selling. Mr. Meyer Bayuk supervises the manufacturing of the Bayuk products, and Mr. Samuel Bayuk and Mr. Hirst supervise the selling and buying. The activities of the week wound up on Saturday night with a banquet at which there were more than 150 persons present, comprising the entire selling and factory organization, including the executives of the various departments.

2000 TONS OF TOBACCO HELD

Lexington, Ky.

It is estimated that 40,000,000 pounds of high-grade tobacco remain unsold on the hands of the Burley Tobacco Growers' Co-operative Association. The body controls nearly 85 per cent. of the burley-tobacco crop grown in this State, Indiana, Ohio and West Virginia. A crop of more than average weight was produced this year. It is now ready for the market.

Prices received have been fairly satisfactory. However, the association is expected to make an advance on the new crop, when and as delivered, representing about one-third of its value. The money will be borrowed from banks in the section in which the tobacco is grown, or in the large money centers, as may seem best.

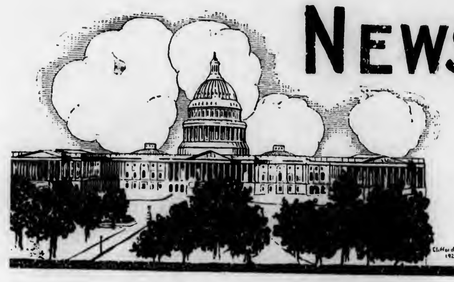
THE TOBACCO WORLD

extends

To Its Readers and Friends

Best Wishes for a

Happy and Prosperous New Year



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

Interchangeable Mileage Book Order Again Extended

THE INTERSTATE COMMERCE COMMISSION has postponed until April 1, next, the effectiveness of its order of March 6, last, requiring the railroads of the country to issue and accept interchangeable mileage coupons, which are to be sold to the public, in books, at a reduction of 20 per cent. from their face value. The order was originally to become effective May 1, 1923, but in April was modified so as to become effective on January 1, 1924. The postponement until April 1 by the commission is made because the Supreme Court in January will review the injunction secured by a number of railroads in Massachusetts against the commission.

Immediate Increased Funds Will Be Asked for Customs Department

Immediate appropriations under which increased funds will be secured for the Customs Service will be asked of Congress by the Treasury Department, it has just been learned, as a result of the demoralization of the customs forces through the continuation of the present salary levels. Approximately a million dollars, it is said by Treasury officials, is needed to prevent an absolute breakdown of the Customs Service.

The overpowering volume of imports which has entered the country during the past year is said to have swamped the present forces all over the United States, and in addition to the delay occasioned by the efforts of the service to handle shipments with insufficient employees, substantial amounts in revenues and duties are believed to have been lost to the Government from the use of emergency methods. Importers in New York and other cities appeared last week before Assistant Secretary of the Treasury McKenzie Moss, in charge of customs, to complain of the delay in handling goods at the customs houses which, they assert, is inflicting serious losses on business concerns. It is contended that in the case of seasonable goods protracted delays in obtaining consignments frequently results in the shipments being left on the importer's hands.

National Transportation Conference to Be Held

A national conference on transportation will be held by the United States Chamber of Commerce in Washington on January 9, 10 and 11, it has been announced. Two hundred leaders of recognized standing in agricultural, educational, financial and industrial fields have been invited to take part in the deliberation and in the discussion of problems involved in the development of an adequate national transportation system.

Bureau of Foreign and Domestic Commerce Aids in Securing Orders for American Tobacco Abroad

Interests of American growers and exporters of tobacco and tobacco products in foreign markets have been carefully watched during the fiscal year ended June 30, last, by the Foodstuffs Division of the Bureau of Foreign and Domestic Commerce, according to the annual report of Director Klein, just made public. During the year the division sent out a number of questionnaires of interest to the industry, and made a number of special studies of tobacco problems, including production and stocks on hand in Argentina, Paraguay, Cuba, Brazil and Mexico; production and consumption in China; arbitration of claims in Brazil; Sumatra crop and stocks on hand in the Dutch East Indies; and various lists of dealers and importers in foreign countries.

As a result of this work many large orders were secured by American concerns, some of which are cited in the report to indicate the results achieved by the bureau. It is stated that the trade commissioner at Vienna cleared the way for the sale of $50,000 worth of American tobacco after five previous attempts by an American firm had failed, while in another case a large tobacco company in North Carolina wrote to the department that it depends practically exclusively upon services furnished by the Atlantic district office in circularizing the export trade, and as a result it has opened up numerous accounts and obtained thousands of dollars worth of new business.

Within the past few months the bureau also has taken up problems of interest to the domestic trade, through its recently created Division of Domestic Commerce. This division was inaugurated July 1 with an appropriation of $50,000, and it is believed that its services will prove so valuable that it will be necessary to secure additional funds in the near future. This division is charged with the furtherance of business in domestic fields, much the same as the other divisions of the bureau work for the betterment of American export trade.

Retailers' National Council Adopt Measure Demanding Tax Reduction

Resolutions demanding a general reduction of taxation to apply to all classes of taxpayers were adopted December 18 at a meeting in Washingon of the Retailers' National Council, which is composed of a large number of retail organizations and represents a membership of over 150,000 retail stores, employing considerably more than 1,000,000 people, and doing an annual volume of business of approximately $10,000,000,000.

(*Continued on Page 16*)

PHILADELPHIA.

DISTRIBUTORS ANXIOUS TO HANDLE "CINCO"

National All-Year-'Round Policy of Advertising Is Making Many Eager to Get Remaining Open Territory

A new note has been struck in cigar advertising by Otto Eisenlohr & Bros., Inc. "Cinco," the leading Eisenlohr brand, is to be backed with national advertising on a scale never before attempted in the cigar industry.

Beginning December 15th, "Cinco" will be advertised continuously with full pages in color in national magazines, such as *The Saturday Evening Post*. This is the first time such an ambitious advertising program has ever been undertaken on a cigar.

A gigantic advertising effort in newspapers also has been launched in behalf of "Cinco." In about one hundred leading cities, "Cinco" advertising will run the year 'round. This year-'round policy of newspaper advertising also is something new in the cigar field. Heretofore, most cigar manufacturers have confined their newspaper advertising to "campaigns" in the spring and the fall. But "Cinco" advertising will continue throughout the entire year.

It is understood that the Eisenlohr board of directors have made a commitment to a permanent policy of year 'round advertising.

Along with this continuous aggressive advertising policy, the Eisenlohr concern has also laid out a program of expansion and increased production. It is expected that after the Christmas rush has been disposed of, a number of new distributors may be appointed in territory which hitherto has not been cultivated on "Cinco" because of the difficulty of obtaining sufficient output. Distributors who have made application are now being considered.

Expectations for 1924, however, are that each month will bring a higher total from the Eisenlohr factories and that there will be no open territory remaining at the close of the year.

ELMER JARRETT ENLARGES FACTORY

Elmer Jarrett, of Monroe Jarrett Sons, cigar box manufacturers at Randolph and Jefferson Streets, has taken over the third floor of the building already occupied by his firm, in order to increase the capacity of their factory and thus enable them to better take care of their increase in business.

JOHN B. THATCHER IN EAST

John B. Thatcher, president of the American Box Supply Company, Detroit, Mich., is visiting firms in the East, combining business with pleasure, having spent Christmas with friends in Philadelphia.

CONGRESS ENTERTAINING SALESMEN DURING HOLIDAY WEEK

According to the annual custom of the Congress Cigar Company, manufacturers of the "La Palina," their salesmen from all over the country will gather in Philadelphia over the holidays and be royally entertained by the Congress Company.

SCHULTE OPENS NEW STORE

On December 15th a new Schulte cigar store was opened in the new Fox Theatre Building, southwest corner Sixteenth and Market Streets.

Henry Kauffman will be in charge of the new store, which is considered to be in one of the best locations in this city. Mr. Kauffman formerly was in charge of the Schulte store at Tenth and Market Streets.

HOLIDAY BUSINESS EXCEEDS EXPECTATIONS

According to reports retailers and jobbers were very well satisfied with the volume of holiday business for 1923, and in many cases the business far exceeded expectations, due to the fact that many persons left their purchases and orders until the last minute. Due to this short-sightedness, or timidity, there were some disappointments.

LIBERMAN REPRESENTATIVE IN PHILADELPHIA

H. L. Bush, sales representative for the Liberman Manufacturing Company, northwest corner Twentieth and Allegheny Avenue, has been sojourning in and around Philadelphia for the past week or ten days. Mr. Bush will remain here for another week before returning to Tampa. The number of Liberman short filler bunch machines in use throughout the country, and particularly the South, is increasing by leaps and bounds, according to information furnished by Mr. Bush.

TOO LATE TO CLASSIFY.

WANTED EXPERIENCED DOUBLE-ENTRY BOOKKEEPER, make own trial balance, make self generally useful in office, able to do little typewriting, experience in cigar box factory preferred. All correspondence confidential, reference must be given; also salary expected. Address S, "Tobacco World," Philadelphia, Pa.

The Lure of Fine Boquet

Besides all the conceded advantages of a Wooden Container, the SPANISH CEDAR BOX has its own proprietary virtues for improving, mellowing and preserving Good Cigars.

There is a very significant resemblance between the aroma of Fresh Sawn Cedar, and the Exquisite Boquet which greets one from any well stocked Humidor.

That Cedar Boquet is an invaluable addition to every good Blend: a lure to the Smokers' Tastes and Appreciations.

GENUINE SPANISH CEDAR BOXES cost very little more than substitutes. Consult your Box Manufacturer for prices.

"Spanish Cedar Cigar Boxes Make Good Cigars Better!"

(ADVERTISEMENT)

THE Great Clock of Time ticks out another year causing those of us who are thinkers to think thoughts.

It is said that "thoughts are things" and that "wishes are prayers." And that if we wish hard enough the wishes will come true. That being the case, I am going to wish good and hard, for the benefit of each of my readers.

I wish you growth—for growth is the law of nature. Unless we grow we are a failure, but if we grow, e'en though slowly, we are journeying towards the land of Success.

I wish you health—for health means strength and power, and it is by the exercise of your strength and power that you will progress.

I wish you the power of straight thinking—for straight thinking will cast a beam of light upon the path that leads to happiness and prosperity.

I wish you to become well balanced—by this I mean the harmonizing of the three parts of your nature—the physical, the mental, the spiritual. This will give you harmony, and in harmony there is strength.

Thus will you become a *man*—and let me assure you that a *man* is the most wonderful thing in this round world. Scientists are just learning what a wonderful, grand and majestic creature is man—a god in the making.

Now there is Babson, Babson the business statistician. Babson noted the sayings of many wise men to the effect that the future will be a repetition of the past, with some modifications.

Babson pondered on this idea, and, wise chap that he was, determined to make money from it. So he collects business statistics of the past and the present. He classifies them, correlates them, analyzes them, and then he forecasts the condition of any business for the coming days.

Hundreds of the leading business houses purchase his printed business forecasts and are influenced by them in making plans.

Babson suggests what might be called "conservative progress" for the coming days. Thinks business has been going at such a rate that it may slow down for a few months, just to catch its wind for another full speed ahead.

He says go ahead and progress, but don't spurt, don't speculate, don't take chances, don't run big risks. To do so may invite loss and disappointment. But he speaks encouragingly when he says business will continue good for probably a long time, and even a temporary slowing down would be a natural and encouraging affair.

All of which I pass on for your consideration.

The great, the near-great, as well as the common garden variety of the genus homo do certainly find comfort, consolation and cheer in the Jimmie Pipe, as I have often remarked and intend to remark in the future.

Here is what a reporter says of George B. Harvey, our recent ambassador to London:

"Seated in the library of the steamship 'Aquitania,' coming up the bay from the Quarantine Station, Colonel Harvey, the returning American ambassador, from the Court of St. James, puffed an old briar pipe filled with a mild British-American mixture of tobacco, and between the draws he enunciated his ideas."

It seems as though the repertoire of smokes embraces three classes, and for three different purposes. The cigar for the formal occasion, for the street and proffered as a social gift of friendship; the cigarette for the brief and hurried smoke where the opportunity is limited to a few fleeting minutes; the pipe for the den at home, the studio, the workshop. And how men do love the old smelly pipe! It is like a life-long friend, who has grown old, whose handsome looks have departed but whose companionship we value above jewels rare and costly.

Talk up these three things. Explain their functions, and *sell* all three of them.

Formerly when a man said "the world is changing," we just naturally put him in the class of impractical visionaries and listened to him with scant and impatient courtesy.

But it ain't so today. It sure ain't.

Today the world is running, lickety-split, and would make a racing tin-canned dog seem to be moving like an old and doddering snail. And it's changing. Gee, how it does change!

And this change means much to you, Friend Dealer. It means awfully much. If you are wise and wideawake it may mean a fortune. If you lack vision and fail to look at the world outside of your dinky little store it may mean bustification.

Today you may be on a quiet street, just making a fair living. Next month perhaps your town may cut a cross street, or a large factory may start up a few squares away, or the street car routing may be changed, or a big establishment may tear down a dozen little houses and build a skyscraper—and lo, your location may be a first-class stand, and your business may triple.

Or, perhaps your street is now busy and you are doing pretty well, thank you. And some change may occur to make it so forsaken that the grass may grow on the sidewalk.

(Continued on Page 23)

Reprinted from TOBACCO *September 26, 1923*

Machinery is Supplanting Hand Labor

In All Branches of the Tobacco Industry. Growing Appreciation of Latest Improved Machinery—Leaf Tobacco Can Be Stripped Mechanically Better Than By Hand

DUE to intense competition, higher efficiency demands, and burdensome labor conditions, machinery is slowly, but surely, supplanting the hand worker in all branches of the tobacco industry. Of special significance is the growing appreciation of mechanical equipment throughout the various stages of cigar manufacture.

The Universal Tobacco Machine Co., of 116 West 32nd Street, New York, has long been known as a manufacturer of tobacco stripping and booking machines. The products of this company have conclusively demonstrated that leaf tobacco can be stripped mechanically to far greater advantage than by hand.

Almost Human in Intelligence

The Model L Universal Bunching Machine, illustrated on this page, has been developed to a point of efficiency, speed and accuracy that completely overcomes all of the objections that cigar manufacturers have experienced in the past in connection with short filler bunch making machines. It is the result of expert engineering skill aided by the experience of practical cigar manufacturers.

The machine is receiving widespread attention because it gives complete and uniform results regardless of the condition of the filler tobacco that is being "worked" on it. And, it does not easily get out of order. It fills a very vital need as it makes possible the production of a five cent cigar at a profit.

Tremendous Strides Made Over Previous Methods and Machinery

The advantages of using the Model L machine for working short filler (large, mixed or fine scrap), may be summed up as follows:

1. Straight or shaped work, both well done.
2. Makes right or left-hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. Handles large size or mixed *cut* scrap filler of unequal size.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep; does not easily get out of order.
9. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

The daily production of the machine will vary from 4,000 to 5,000 bunches, depending upon the shape and size bunch that is being "worked" and it will make practically any size, straight or shaped bunch. It is necessary, however, when changing shapes or sizes to install a new plunger in the machine.

The machine is made with either a straight or a curved rolling table. Both right and left-hand bunches can be made on the same machine when equipped with the straight table. It will work scrap or short filler of unequal sizes and should large stems, nails or other foreign matter get in the tobacco, they will not clog or cause damage to the machine.

The filler for each cigar bunch is automatically lifted from a hopper in a manner directly opposed to the gravity method usually employed in bunch making machines. After being lifted from the hopper the filler spreads out on a traveling belt which carries it to an automatic weighing scale, which is so accurately balanced that it registers the smallest fraction of stock that is placed upon it. Therefore manufacturers are assured of a positively uniformity of weight of filler in their cigar bunches with the Model L machine.

The weighing scale can be quickly adjusted for the exact quantity of tobacco required for different sizes of cigars. When the scale balances under the weight of the proper amount of filler, the feeding device automatically stops. The Model L operator in the meantime has placed the binder on a rolling apron and the (accurately weighed) filler is automatically deposited into the apron pocket and rolled into a bunch. The bunch is then placed in the cigar mould by the machine operator.

Besides the Model L Universal short filler bunch machine, the Universal Tobacco Machine Co. manufactures many other tobacco stock and labor-saving machines and devices, including the following:

Model M Universal tobacco stripping and booking machine, Model M Universal (non-booking) tobacco stripping machine, Model F Universal tobacco stem crushing and booking machine, Model F Universal (non-booking) stem crushing machine, Model J Universal leaf counting device, Model K Universal gum cleaning device, Model W Universal butt cutting device, Model E-1 Universal one plate wrapper register, Model D-2 Universal two plate wrapper register, Model C-3 Universal three plate wrapper register.

The Model L Universal Short Filler Bunch Machine complete with Folding Chair and 1/6 H. P. Motor, $650.

The Model M Planetary Gear Driven Type Stripping and Booking Machine complete with folding chair, $500.

Individual Motor Drive Equipment, $55. 1/4 H. P. Motor, $45.

UNIVERSAL TOBACCO MACHINE CO.
116 West 32nd St., New York City
Factory: Newark, N. J.
See our Exhibit at the Tobacco Show—New York—Jan. 28th to Feb. 2nd, 1924

News from Congress

(*Continued from Page 11*)

Pointing out that the Treasury Department for the past two years has showed an excess of income over expenditures of more than $300,000,000 per annum, and that budget officials now figure that this can be increased to $350,000,000 a year by economy in government, the resolutions adopted call upon Congress "to reduce taxes all along the line so that all classes of taxpayers may enjoy equitable relief and so that at no point shall there be any increase of taxation and no imposition of new or additional tax levies."

The meeting also considered a number of trade and national problems and arranged to have research studies made of some of these for the benefit of the consumers and retailers of the country. Strong emphasis was placed on the fact that the retailer, operating as he does in the local community, is essentially dependent upon the prosperity of the people, and is, therefore, in an unusual position to speak for the public interests.

Encouraging Business Outlook for 1924

The business outlook for 1924 is very optimistic, reports just received by Secretary of the Treasury Mellon showing that the big volume of business which has been reported during the past few months still continues. Officials of the Treasury Department point out that a dull period will naturally prevail for a short time after the Christmas holidays, due in part to the annual lull in buying which follows the wave of Christmas spending and in part to the inventories which are taken about the first of each year. General business activity during 1924, however, is expected to be very good.

Tax on Checks and Drafts Again Introduced

A measure permitting a charge of not more than ten cents per hundred dollars or fraction thereof on checks and drafts presented to banks for collection has been introduced in the House of Representatives by Congressman Steagall, of Alabama. Efforts to enact similar legislation have been made in past sessions of Congress, but without success, and it is not anticipated, especially in view of the political situation which now prevails, that Mr. Steagall's bill will meet with any better success.

Inventory Instructions Issued for Tobacco Industry

Instructions relative to the inventories which, under the law, manufacturers of cigars and tobacco and dealers in leaf tobacco will be required to make on January 1, have just been issued by the Commissioner of Internal Revenue.

It is required that actual and accurate inventories must be made in accordance with the following instructions:

The inventory must be made before the commencement of business on January 1. After it is completed the correct totals should be immediately entered on the blank form which will be furnished by the collector of the district and which should be held a reasonable length of time awaiting the arrival of a deputy collector who will verify it.

All stamped, as well as unstamped, manufactured plug, twist, fine cut and smoking tobacco, snuff, cigars and cigarettes of the several classes must be separately weighed or counted, as the case may be. An accurate inventory of attached and unattached stamps must also be made.

All tobacco material in the factory should be segregated according to the classification provided in the prescribed inventory form, and weighed separately.

The weight and marks of each unopened hogshead, case or bale, or other package of tobacco, and all broken packages of tobacco and loose tobacco within the factory and inventoried by the manufacturer, should be listed and each item should be sufficiently described to aid the deputy collector in verifying the inventory. Such list should be made on the back of the inventory form or on separate sheets of the same size attached thereto.

Tobacco dust, siftings, sweepings and waste shall be inventoried by cigar manufacturers under the head of "waste" only, and by quasi-manufacturers of tobacco under separate heads, each properly described.

An accurate record of the quantity of tobacco of each class used during the period from the date of inventory to the date of the visit of the deputy should be kept for the purpose of enabling him to arrive at the actual quantity of tobacco of each class which was on hand on the inventory date.

It is especially provided that each cigar manufacturer who, during 1923, produced cigars weighing more than eighteen pounds per thousand should prepare a statement under oath showing the number and the size in inches, both length and circumference, of each brand of cigars manufactured during the year, regardless of weight, and the number of pounds of unstemmed leaf, stemmed leaf and scraps, cuttings and clippings used as filler, binder and wrapper which was required to produce 1000 cigars of each brand. This statement should be held with the inventory, to be verified by the deputy.

RECENT WEATHER CONDITIONS FAVORABLE FOR PORTO RICAN

The following report, by Harwood Hull, special correspondent, will appear in December English issue of *Tobacco Trade Notes:*

San Juan, Porto Rico, December 15.

A little more than three weeks remains in which to complete the planting season for the 1924 crop. Generally January 10 is set as the dead line for planting, though it is possible this year that there will still be a good deal of planting during the second week in January provided weather conditions are favorable and there is sufficient seed for planting.

There have been almost daily showers in most sections of the island during the past two weeks, but the rains so far have not been generally harmful and have not stopped planting. The United States Weather Bureau reports that for the island as a whole the rainfall for the week ending December 8 was about two-thirds of normal, was generally well distributed with respect to previous rainfall conditions and the week was a favorable one for the farmers. During the weeks Aibonito had 1.15 inches of rain, Cayey less than one-half inch, Juncos none and Comerio 1.38 inches.

Planting is being rushed everywhere to make up for lost time during the early part of the season.

Luis Toro, president of the Porto Rican-American Tobacco Company, who has just been here getting a line on planting for the new crop, estimates that if seed is available and weather conditions continue favorable until the middle of January that there will be the largest acreage planted in the history of the island.

(*Continued on Page 18*)

It's a pleasure to smoke them!

CHANCELLOR Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

L. LEOPOLD MAY BE PRESIDENT OF AMERICAN SUMATRA

Rumors are afoot that Louis Leopold may be elected president of the American Sumatra Tobacco Company and that G. W. Spitzner will probably become chairman of the board, due to the resignation of Julius Lichtenstein as a director of the company.

MACHINERY A GREAT AID TO PRODUCTION

Washington, D. C.

American inventive genius, producing machinery to do operations formerly performed by hand, has revolutionized our production and made possible the present-day output of our industries, according to Julius H. Barnes, president of the United States Chamber of Commerce, speaking last month before the American Statistical Association.

Citing typical industries in which inventions have enlarged to a remarkable degree the production per worker, Mr. Barnes showed how, in cigarmaking, four operators with machines can produce as much as fifteen could by hand, and one operator with a wrapping machine can handle as many tobacco or cigarette packages as could many hand wrappers.

This tendency, said the speaker, extends through all industry, from foundry work and material handling to bread-baking and the manufacture of books; it extends even into office equipment, where adding, calculating and bookkeeping machines expand human service three, five and even ten times. He pointed out, however, that this labor is not released to unemployment, but that it has been only through the use of machinery that American industries could secure adequate forces.

C. L. L.

SAM GILBERT IN NEW YORK

Sam T. Gilbert, of the Webster Cigar Company, Detroit, Mich., paid the Water Street leaf market a visit last week and placed orders for a supply of leaf for the well-known "Webster."

FRED GRIFFIN ENTERTAINS

On December 19th the genial Fred Griffin, of Hartford, Conn., entertained a few of his many friends at the Hartford Club. Following a most enjoyable dinner, the guests were entertained in various manners, and all voted it a tremendous success.

New Treatment Will Double Life of Shade Cloth

Protective treatments which promise to double the life of tobacco shade cloths have recently been developed by the Bureau of Chemistry of the Department of Agriculture, it is announced. Tobacco shade cloth which had been treated with four different protective treatments prepared by the leather and paper laboratory of the Bureau of Chemistry were used over growing tobacco during the past season at the tobacco experiment farm in Connecticut, and were found to have well maintained their strength. Arrangements have been made to use the same pieces next year, and to compare them with untreated shade cloth used one season which, as a rule, is not strong enough to last through the second season.

After all nothing satisfies like a good cigar

RECENT WEATHER CONDITIONS FAVORABLE FOR PORTO RICAN

(*Continued from Page 16*)

Demand for 1923 tobaccos is reported as nominal with fair stocks still available. Buying is reported as on a hand-to-mouth basis for the top grades except to a few large factors in the States and with less demand for the lower grades. The cigar and cigarette factories are operating on a normal basis for this time of the year, with the rush for holiday goods over.

Despite many delays in getting the new crop planted there is a distinctly optimistic outlook for 1924.

A MILLION CALLS FOR INFORMATION ON FOREIGN TRADE

A record of nearly a million requests for assistance for American firms engaged in foreign trade is announced in the annual report of Dr. Julius Klein, Director of the Bureau of Foreign and Domestic Commerce of the Department of Commerce. This figure for 1922-23 is just double that for 1921-22, the previous high record. This striking increase in the demands for services from the Government trade-promoting bureau indicates impressively the growing appreciation of the importance of foreign sales in maintaining American prosperity and in relieving the possible depressive influence of surplus farm products and manufactures, the report says:

"International trade is characterized now as never before by extreme fluidity and swift readjustment," Director Klein declares. "Violent exchange fluctuations, shifts in consumptive capacity and standards of living, sudden upsets of trade balances, dislocations of old trade routes, restrictive commercial legislation and taxes—all these are now entailing confusing changes of vital concern to the American manufacturer and farmer having increasing surpluses to sell abroad. These growing complexities must be followed and studied if American merchants and producers are to compete successfully with their foreign rivals."

The maintenance of a fact-finding organization comparable to this Bureau would be financially impossible for any private corporation, whereas the Government agency, because of the exceptional collaboration it enjoys with foreign officials, American trade organizations and journals, and large numbers of exporters and manufacturers, has been able to handle trade inquiries and problems at an average cost to the taxpayer of about $2 per assignment or case. Against this average $2 outlay, the Director enumerates a long list of specific export transactions effected through the Bureau's facilities by individual firms, ranging in value from $6000 up to $750,000.

The American trade and news press, according to Director Klein, deserves much credit for the success of this unusual achievement in government service. Through the cordial co-operation of leading dailies and trade periodicals throughout the country the Department of Commerce has placed information regarding specific sales openings and trade opportunities before a weekly audience of not less than 7,500,000.

Strengthening of the Commerce Department's foreign offices, material improvement in its thirty-five "service stations" throughout the United States, the expansion and speeding up of its statistical work, the addition of new experts for its commodity and technical divisions, and the enlargement of its domestic commerce promotion service are mentioned by Director Klein as features in the program of the Department for the coming year. "The ability of the Bureau to take an effective part in recent crises in the coal industry and in transportation, because it had on its commodity staff highly qualified experts in those lines, has been convincing proof that experts equally well qualified in other commodities can render unique service in the distribution field and will not in any way duplicate or overlap the activities of any other organizations, public or private," Dr. Klein declares in support of his discussion of plans for the enlargement and improvement of the staff of the Bureau.

TOBACCO DIVISION OF INTERNAL REVENUE DEPARTMENT WILL BE SEPARATE UNIT

The abolition of the tobacco and miscellaneous unit as a separate division of the Bureau of Internal Revenue has been announced by Commissioner David H. Blair, to be effective from December 16.

The tobacco division will be a part of the Estate, Capital Stock and Sales Tax Unit, which will hereafter be known as the Miscellaneous Tax Unit and charged with the administration of all taxes other than income taxes. Deputy Commissioner Robert M. Estes, in charge of the Estate, Capital Stock and Sales Tax Unit, will be head of the new division, and Murray F. Snider, who has had charge of that work for a number of years and who, prior to the reorganization, was assistant deputy commissioner of the Tobacco and Miscellaneous Unit.

C. L. L.

SCHULTE-UNITED DEAL DENIED

According to *The Wall Street Journal* official denial has been made that the deal involving control of the United Cigar Stores by the Schulte Cigar Stores has been terminated. Agreement has been reached by the two companies on the main points, but there is considerable detail yet to be worked out satisfactorily to all concerned, and there is every indication that final agreement will be reached and the deal closed in due time.

CLAIMS FOR DAMAGED CIGARS TO BE DENIED

Claims for indemnity involving damage to partly filled boxes of cigars where the senders have failed to provide cushioning material to prevent jarring and damage will no longer be allowed, it has been announced by the Post Office Department. This decision is based upon the department's general policy of denying claims for indemnity on account of the damage to insured and C. O. D. parcels where the evidence indicates that the senders were guilty of contributory negligence in failing to pack and wrap the parcel properly.

Instructions have been issued that postal employees, in accepting cigars for mailing, must make inquiry to ascertain whether the boxes are completely or only partly filled, and, if only partly filled, whether cushioning material has been used to fill the space from which the cigars have been taken from the originally completely filled boxes.

It is believed that sufficient tissue paper to completely fill the space left in partly filed boxes will answer the purpose, but if any doubt exists in the minds of postal employees, they are instructed to shake the box lightly to ascertain whether sufficient cushioning has been provided.

It has been requested that all postmasters involved in the regular acceptance of cigars for mailing notify the shippers, particularly those who customarily mail cigars on trial giving addressees the privilege of returning those unsmoked in partly filled boxes, of the above instructions.

C. L. L.

TOBACCO FACTS IN WESTERN CUBA

By Alvin Fox, B. S., Plv'd Agricultural Botanist

In growing Vuelta Abajo tobacco, seed is taken from the first growth of strong and sturdy plants and placed in plots of virgin soil near the fields of tobacco. When the seedlings reach a proper state of development, they are transplanted in the fields. Fertilizer is selected by chemical analysis of both the soil and the tobacco whose flavor it is desired to reproduce. A mulch of from two to three inches of partly decomposed hay is put over the ground to keep down the weeds and to provide vegetable matter as plant-food.

In cutting the tobacco great care is taken that it shall have reached the proper degree of ripeness. Green tobacco produces harsh, acrid smoke; that which is overripe does not work well in making the cigars; that which the sun has cooked to a turn produces a mild, smooth, cool and fragrant smoke. In curing, the leaves are suspended on poles which are put in racks, first in the sun and then in the curing barns. In the latter they hang for several weeks, their color changing from the green of the growing plant to the brown of the finished cigar.

When this stage of the curing process is completed, the leaves are put into heaps and left to sweat for several days. After that they are placed in bales of about 100 pounds each and shipped to the storage warehouse. There they ferment and undergo a further curing. This process continues from one to two years, according to the grade of the leaves, before they are regarded as fit to be rolled into cigars. From storage the tobacco goes to the cigar factory. Here the bales are opened up and sprayed with clean water and allowed to stand until each leaf becomes moist and pliable. After this the leaves intended for fillers are placed in hogsheads for further curing, which requires from two to six weeks, depending on the grade of the tobacco.

The wrapper leaves are selected with great care. The cheesecloth under which they were grown kept out insect enemies and protected them from heavy rains. Any leaf that has a hole through it is retired to the humbler rank of filler material.

The tobacco lands in Pinar del Rio, Western Cuba, are on the south side of the range of mountains that extend through the province from east to west, midway between the Gulf of Mexico and the Caribbean Sea, in a well-watered, rolling country, full of natural beauty and possessed of a climate as mild and sweet as the fragrance of the cigar whose raw material grows there. The soil is chocolate-colored, from two to ten feet deep, and gets the peculiar qualities from the volcanoes that once were active there.

Cigarmakers are employed on piecework basis, getting an agreed sum for every hundred cigars made. Each man is given an allotment of tobacco sufficient to make a given number of finished cigars. Hundreds of these workmen occupy a single room.

In a recent number of this publication, I stated the manufacturing of cigars in Habana.

MILTIADES MELACHRINO LEASES FACTORY

Miltiades Melachrino, Inc., have recently leased a new factory at 80 Columbus Avenue, New York, to take care of the increased demand for their "Crocodile" and "Cortesi" cigarettes. The offices of the firm are located at 11 East Forty-fourth Street, New York City.

Wisconsin Tobacco For Sale

Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Company, Wisconsin.

L. G. ANDERSON

2127 Iowa Street - - Chicago, Illinois

RETAIL TRADE NOT UP TO EXPECTATIONS

Dealers report the retail trade to have been fair during the week preceding Christmas, but in most cases was not up to expectations. There was a larger production packed in fortieths than for several years and in some parts of the business section the cases are still well filled with them. It is a question whether the dealers overstocked themselves or the sales fell below normal for this season of the year.

Since Christmas retailers report a fair volume of business, in fact, surprisingly better than was anticipated. This might indicate that cigars were not distributed so generously as gifts as in other years.

However, a steady flow of business in what is usually the dull period will be of benefit to the entire industry.

WANTS STREET ADDRESS IN ADVERTISEMENTS

The following letter has been received from the postmaster at Philadelphia, and we submit it for the consideration of our advertisers:

"My dear Sir:

"Under date of November 18, 1923, this office is in receipt of the following communication from the First Assistant Postmaster General, Washington, D. C.:

'In the campaign which we are waging to secure the co-operation of the public in addressing letters and other mail by *street and number*, we wish again to call to your attention the fact that many big advertisers in magazines and newspapers do not insert in their advertisements the street and number of their place of business.

'This causes those who answer these advertisements to address such advertisers leaving off the street and number. While such advertisers may be well known yet the omission of the street and number in the address is at times the cause of much delay in a post office which otherwise would be avoided. Please take this matter up in every way possible with a view to correcting it.

'If you are in a large city where there are such advertisers, you can personally lay the matter before them.

'Publicity given to this question may reach the eyes of advertisers and assist us in correcting the evil.'

"May I ask that you give this your careful attention? At a later date a representative of this office will call to discuss the matter with you.

"Respectfully yours,

"GEORGE E. KEMP,

"Postmaster."

DECEMBER SUMMARY OF CIGAR AND TOBACCO BUSINESS

The following appears in the January issue of *The Business Review*, a monthly publication of the Federal Reserve Bank of Philadelphia, and is a summary of the December business for the Third Federal Reserve District:

Tobacco Leaf

"Leaf dealers report that the demand for the various grades of cigar tobaccos is only fair and that manufacturers are buying cautiously because of the approach of the inventory period. However, sales compare favorably with those of December, 1922, and are satisfactory for this time of year.

"The Lancaster tobacco market has been fairly active, and sales of moderate size have been made. Prices are very firm. The 1922 Pennsylvania wrappers are selling at from 28 to 32 cents per pound, actual weight, and fillers at from 10 to 14 cents. Packers have been buying the new 1923 Pennsylvania tobacco in considerable quantities during the month, and they estimate that the growers have sold 25 to 30 per cent. of the new crop. Wrappers in the bundle are selling at from 18 to 23 cents per pound and fillers at from 5 to 6 cents. The quality of the 1923 crop is much superior to that of the crops of 1922 and 1921 and better than the average. The leaf is large, is of good burning quality, and has cured very well. Leaf spots and discolorations are more prevalent than they were last year, but the quality has not been greatly affected by these.

"In Wisconsin the Co-operative Tobacco Pool has announced its prices for the 1923 crop, and several million pounds have been sold to Eastern buyers. The prices of Wisconsin tobacco are slightly higher than last year's, because of the heavy injury to the crop by early frosts. The Connecticut shadegrown and broadleaf market is fairly active, many buyers having inspected the new crop at Hartford and purchased moderate quantities. The quality of this crop is very good, and the prices announced by the pool are the same as or slightly above those of 1922.

"The new crops of Ohio, Georgia, and Florida cigar tobaccos are in good demand, and the quality of these is said to be the finest ever grown. Withdrawals of Sumatra, Java, and Havana tobacco from the warehouses have been fairly heavy during the month.

Cigars

"Despite the fact that manufacturers have received numerous rush orders for Christmas delivery, the demand for cigars is not as heavy, in general, as it was in November. But the majority state that business is better than it was in December, 1922. A few large manufacturers of Class C and Class D cigars are oversold, and because of their inability to supply goods in time for Christmas have been obliged to reject many orders. However, most of the producers have been able to meet the demand and could actually supply greater needs were they operating at capacity. The majority of those manufacturers who were heavily oversold last December, have greatly increased their manufacturing capacity during this year and can now fill orders more readily than they could a year ago. The average of operations in this district is lower than it was in November, the large manufacturers operating at about 80 per cent. and the smaller at about 65 per cent. Cigar jobbers report that the demand is greater than it was last month and slightly better than in December, 1922.

"Domestic production of cigars for the first ten months of this year exceeded that for the same period of 1921 and 1922, but was less than for the first ten months of 1920. Cigarette production for the first ten months of 1923 was the heaviest on record; in fact, cigarette production has steadily increased annually. Our imports of cigars for the first ten months of this year were large, and exceeded those of the same period of 1922 and 1921, but were smaller than those of 1920. Cigarete exports have been enormous and exceed those of the first ten months of 1921 and 1922; but they are considerably less than they were in the same period of 1920.

"Cigar prices are firm and unchanged. Some grades of tobacco leaf, particularly Havana and Porto Rican, are slightly higher than they were a month ago; but prices of other grades show little change. All grades of cigar tobaccos, however, are higher than they were a year ago. Finished stocks at most factories are light and the supplies of raw materials moderate. The supply of all kinds of labor is adequate, and wages remain unchanged. Collections range from fair to good and show little variation since November."

N. C. L. T. A. ENDORSES MELLON PLAN

The following resolutions have been adopted by the National Cigar Leaf Tobacco Association and copies forwarded to Secretary Mellon, W. R. Green and Senator Reed Smoot:

"Whereas, Secretary of the Treasury Mellon in a letter to the chairman of the Ways and Means Committee has advocated a comprehensive plan of tax reduction to become effective January 1, 1924; and

"Whereas, the industries of the entire country are heavily overburdened by existing revenue laws and their expansion is restricted by drastic income tax levies that make it impossible to obtain this necessary capital for extensions; therefore be it

"Resolved, that the National Cigar Leaf Tobacco Association hereby expresses its hearty approval of the so-called Mellon plan of tax reduction and earnestly petitions Congress to promptly enact the necessary legislation to render effective the recommendations of the Secretary of the Treasury; and be it further

"Resolved, that copies of these resolutions be forwarded to Hon. Andrew W. Mellon, Secretary of the Treasury, and to Hon. Reed Smoot, chairman of the Senate Finance Committee, and Hon. William R. Green, chairman of the House Committee on Ways and Means."

BOBROW BROTHERS ENTERTAIN SALES FORCE

The out-of-town salesmen of Bobrow Brothers were called to Philadelphia to be entertained and at the same time to attend a conference where plans were laid before them for a strong campaign on "La Tosella" for the year 1924. The "La Tosella" is a comparatively new cigar, it being on the market a little less than a year, but it has been steadily increasing in popularity since its introduction. The salesmen were entertained on December 29th with a theatre party and a dinner at the Bellevue-Stratford in the evening.

RELIABLE FIRMS OF
YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

YORK COUNTY GROWERS TO EXHIBIT

York County, Pennsylvania, tobacco growers are the latest group exhibit addition to the Second Annual Tobacco Industries Exposition to be held National Tobacco Week, January 28th to February 2d at the Seventy-first Regiment Armory.

Following the lead of their president, B. M. Hanigan, of the East Prospect (Pa.) Cigar Company, the York County growers and manufacturers are acquiring exhibit spaces in the Tobacco Exposition for their individual business enterprises and also to provide a foundation for national exploitation of York County tobacco.

This makes an important addition to the list of district or growers' exhibits in which educational propaganda will be disseminated as to relative values, merits and recommendations of the different qualities of tobacco, including Connecticut Valley, Porto Rico, Philippines, Sumatra, Java already listed as exhibitors in the exposition and York County, Havana, Cuba, and others arranging to be represented.

The Philippines are actively arranging an extensive social program to supplement the extensive distribution of free samples of Manila cigars. A native festival and banquet are among the features to be presented during the week of the exposition and a beauty contest is now being conducted to find the prettiest Filipino-American young lady to preside over the Philippine exhibit during the week.

Keen interest is already displayed throughout the country in the various celebrations that will be recorded as features of the Exposition, the three hundredth anniversary of the systematic cultivation of tobacco in America, the one hundred and twenty-fifth birthday of the American cigar and the two hundredth anniversary of the meerschaum pipe.

The annual convention and banquet of the Associations of Tobacco Salesmen of the United States promises to be the biggest event of its kind ever held, according to the statement of President Jonas Ollendorff.

THE OUTLOOK FOR 1924

Judging from all indications, and from the great strides made in all industrial enterprises in 1922 and 1923, there is every reason to hope for continued and growing prosperity during the coming year.

To quote from the report of Secretary Mellon, of the Treasury Department:

"Labor has been in strong demand and in most localities fully employed. In the principal manufacturing industries the volume of production has been the greatest in our history. The traffic handled by the railroads has surpassed all records. The activity in building operations which developed in 1922 has continued at a rate which will probably make the total expenditures in this line in 1923 greater than in any previous year. The railroads have made larger capital outlays for new equipment than in many years, besides liberal expenditures for bringing old equipment to a high standard of efficiency. The automotive industries have also been especially noteworthy for prosperity, and in this connection it is proper to add that highway construction has been an important factor in the employment situation.

"These have been the outstanding features of our industrial revival, their influence extending to all the other industries and having much to do with the general recovery of confidence.

* * *

"The crisis of 1921 was one of the most severe this country has ever experienced, due to the fact that the conditions were world-wide, with trade everywhere dislocated and industry in distress. This state of affairs was the natural outcome of the great war and the social disturbances and international controversies which ensued. Not in the history of the modern world, since the countries have become in high degree mutually dependent, has such a state of confusion been known. The conditions were unprecedented and, therefore, the uncertainties were many and contributed to a state of alarm and demoralization. Out of these conditions this country in the last two years has made a remarkable recovery, and one which should inspire confidence for the future.

* * *

"In looking forward to 1924 it appears that the factors which have been most influential in the revival that has taken place are likely to remain effective, at least in considerable degree. It may be that the country will not build as many dwelling houses or freight cars as in 1923, but there is reason to believe that much construction work is under consideration and with stable conditions will go forward."

Secretary Hoover, of the Department of Commerce, is equally optimistic about the outlook for the future. He says in his last annual report:

"The fiscal year (July, 1922, to June, 1923) was marked by complete recovery from the great slump of 1921 in all branches of industry save agriculture, and even in agriculture there was some improvement. This recovery had found a special impetus in the activity of building, railway, and other types of construction resulting from postponement during the war. It spread, however, to industry in general, so that the continuance of business activity is not dependent upon the maintenance of an equal measure of building construction hereafter."

With respect to our own industry, an examination of the tables and charts contained in this *Barometer* will readily show that both cigars and cigarettes have made advances this year over 1922, cigarettes being the larger gainer, and these, coupled with the gains made in 1922 over 1921, make the results more gratifying and the future more reassuring.

What is of important significance is the fact that the largest increase in cigar consumption is to be found not in the lower-priced goods but in Class C, which undoubtedly is an added indication of prosperity among the consuming public.

Tax reduction, which Secretary Mellon has so urgently recommended, and which an overwhelming public sentiment is so forcibly demanding, will probably be effected before long, and this cannot but add to the general prosperity of our country.

Let us, therefore, hope for added improvements in the conditions of all branches of our industry and for general prosperity all around.

ENRIQUE PENDAS RETIRES

Enrique Pendas, one of the best-known cigar manufacturers in Tampa, and one who has stood at the top of the profession for many years, has announced his retirement from the cigar business as of January first.

Mr. Pendas is one of the oldest cigar manufacturers in Tampa, having come to the city originally as manager for Y. Pendas & Alvarez. More recently he has been manager of the Havana-American Company factories.

The activities of Mr. Pendas passed far and beyond the confines of the cigar factories with which he has been connected. He always had at heart the best interests of the city of Tampa and the cigar industry as a whole.

The activities of the Cigar Manufacturers' Association of Tampa and the success that has attended their movements are in a large measure due to the continued efforts of Mr. Pendas. He is an outstanding figure in the cigar industry in Tampa, and so long as he lives, even if in retirement, will be remembered for what he has done toward the progress of the industry.

CONGRESS INCREASES APPROPRIATIONS

Despite the fact that the Patent Office is many months behind in its work, only a very slight increase is made in the appropriation for that branch of the Interior Department, and no provision is made for additional employees, although the Commissioner of Patents for several years has stressed the need of enlarging the force.

Estimates for the postal service indicate that there are fewer losses in the mails than in past years, only $4,500,000 being asked for payment of indemnities for the injury or loss of domestic registered, insured and collect-on-delivery mail, a decrease of $500,000 from the present appropriation, while a reduction of $15,000 is made in the fund for payment of indemnities on international mail, for which $60,000 is asked.

A slight reduction is made in the appropriation for the activities of the Federal Trade Commission, $950,000 being asked for the coming fiscal year, as compared with the current appropriation of $1,010,000. Appropriations for the Interstate Commerce Commission are also curtailed, $4,262,284 being provided, against the present allotment of $5,203,860.

Business Building

(*Continued from Page 14*)

Therefore, watch your town, watch your street, watch your location. Watch the actions of this great, big, busy, hustling, crazy world. Get the vision to see the changes before they occur, and take advantage of them. Thus, perhaps you should buy your store today for a trifle, and ten years from now sell it for a small fortune.

Twenty-three thousand retail merchants went broke last year in these United States, which is something like seventy-five each and every day.

The Harvard Bureau of Business Research sought to ascertain the causes of this unfortunate condition of affairs. Most of the unfortunates were firm in the belief that insufficient capital was the cause. But the investigators found otherwise.

They found that many did not know what it cost them to do business. They supposed it was much less than the actual fact and they were selling many goods at cost, under the cheerful belief that they were making interesting profits.

A great many purchased in quantities entirely too large, being often led thereto by the tempting price of quantity lots. The result was that their goods became shopworn, out of style, and the merchants were obliged to close them out at losses, besides tieing up capital which could have been profitably employed enlarging the assortment of goods handled.

Other merchants relied on their own judgment and preferences when buying. Perhaps this was natural, because their judgment was trained and they knew what customers *should* want, but people don't do as they should, and these merchants thus had slow-sellers on hand.

Today business is a game of skill and knowledge. It is absolutely necessary to keep posted, on goods, on markets, on the whims, prejudices and fashions of the buying public—to train and refine our judgment and to play the game with the best efforts we can summon.

PASBACH-VOICE OPENS NEW ENGLAND OFFICE

Announcement is made by Jacob A. Voice, secretary and general manager of the Pasbach-Voice Lithographing Company, Inc., of the opening of a New England office at 605 Old South Building, Boston, Mass., in charge of Mr. N. Frankenstein.

Mr. Frankenstein has many years of active and capable selling experience. The acquisition of Mr. Frankenstein should prove of mutual advantage to the cigar manufacturers in New England as well as the Pasbach-Voice organization, who have long since demonstrated that they know the cigar manufacturers' requirements in the lithographic line.

CLASS A AND B LOSE IN NOVEMBER PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of November, 1923. (Figures for November, 1923, are subject to revision until published in the annual report.)

Products		*Nov. 1922*	*Nov. 1923*
Cigars (large)			
Class A	No.	249,140,512	227,505,993
Class B	No.	155,083,838	140,284,605
Class C	No.	256,984,649	261,567,142
Class D	No.	12,703,642	14,765,930
Class E	No.	5,387,661	6,563,743
Total		679,300,302	650,687,413
Cigars (small)	No.	50,966,800	45,522,900
Cigarettes (large)	No.	1,819,058	1,597,410
Cigarettes (small)	No.	4,524,272,177	5,361,418,627
Snuff, manufactured	lbs.	3,196,863	3,232,264
Tobacco, m'factured,	lbs.	30,640,668	30,148,185

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of November:

Products		*November, 1922*	*November, 1923*
Cigars (large)			
Class A	No.	10,106,250	9,688,900
Class B	No.	2,257,725	1,275,500
Class C	No.	5,757,560	4,033,040
Class D	No.	18,750	15,025
Class E	No.	2,500	100
Total	No.	18,142,785	15,012,565
Cigars (small)	No.	2,000,000	2,000,000
Cigarettes (large)	No.	45,000	210,000
Cigarettes (small)	No.	40,000	46,400

Tax-paid products from the Philippine Islands for the month of November:

Products		*November, 1922*	*November, 1923*
Cigars (large)			
Class A	No.	21,673,515	14,262,508
Class B	No.	329,280	485,780
Class C	No.	195,902	107,090
Class D	No.	825	2,665
Class E	No.	952	1,355
Total	No.	22,200,474	14,859,398
Cigarettes (large)	No.	2,100	.....
Cigarettes (small)	No.	95,880	79,980
Tobacco, manufactured	lbs.	645	16

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

Repeal of Tobacco Excise Taxes Advocated

The repeal of the excise tax on cigar or cigarette holders, pipes, humidors and smoking stands is provided in a bill introduced in Congress by Representative Clancy, of New York.

LINZ.

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

"BEST OF THE BEST"

OPTIMO CIGARS
VERY MILD VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Tobacco Show Notes

Leschey-Myers Company, Sport Pipe Company, John Baker Tobacco and Cigar Machinery Company, Tobacco Leaf and the Jay Bee Animated Advertising Company are among the new exhibitors who have signed for space during the past week in the Second Annual Tobacco Industries Exposition, to be held January 28th to February 2d, at the Seventy-first Regiment Armory, New York, according to announcement from the show committee headquarters at the Hotel McAlpin.

The convention and banquet of the National Board of Tobacco Salesmen's Associations, the banquet of the Philippine Tobacco interests and the national convention of the National Order of Pipe Smokers are among the special events of features already definitely set to be held in conjunction with the Tobacco Exposition.

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Form 1040A, heretofore used for reporting net income of $5000 and less, from whatever source derived, has been revised in the interests of the largest class of taxpayers—wage-earners and salaried persons. Reduced from six pages to a single sheet, Form 1040A is to be used for reporting net income of $5000 and less derived chiefly from salaries and wages. Persons any part of whose income is derived from a business or profession, farming, sale of property or rent, though the amount is $5000 or less, will be required to use the larger form, 1040. The use of Form 1040 is required also in all cases where the net income was in excess of $5000, regardless of whether from salary, business, profession, or other taxable sources.

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MAKERS

General Office and Factory, TAMPA, FLA.
Eastern Office 222 Pearl St. New York
Warehouse Havana Cuba

THE OUTLOOK FOR 1924

Judging from all indications, and from the great strides made in all industrial enterprises in 1922 and 1923, there is every reason to hope for continued and growing prosperity during the coming year.

To quote from the report of Secretary Mellon, of the Treasury Department:

"Labor has been in strong demand and in most localities fully employed. In the principal manufacturing industries the volume of production has been the greatest in our history. The traffic handled by the railroads has surpassed all records. The activity in building operations which developed in 1922 has continued at a rate which will probably make the total expenditures in this line in 1923 greater than in any previous year. The railroads have made larger capital outlays for new equipment than in many years, besides liberal expenditures for bringing old equipment to a high standard of efficiency. The automotive industries have also been especially noteworthy for prosperity, and in this connection it is proper to add that highway construction has been an important factor in the employment situation.

"These have been the outstanding features of our industrial revival, their influence extending to all the other industries and having much to do with the general recovery of confidence.

* * *

"The crisis of 1921 was one of the most severe this country has ever experienced, due to the fact that the conditions were world-wide, with trade everywhere dislocated and industry in distress. This state of affairs was the natural outcome of the great war and the social disturbances and international controversies which ensued. Not in the history of the modern world, since the countries have become in high degree mutually dependent, has such a state of confusion been known. The conditions were unprecedented and, therefore, the uncertainties were many and contributed to a state of alarm and demoralization. Out of these conditions this country in the last two years has made a remarkable recovery, and one which should inspire confidence for the future.

* * *

"In looking forward to 1924 it appears that the factors which have been most influential in the revival that has taken place are likely to remain effective, at least in considerable degree. It may be that the country will not build as many dwelling houses or freight cars as in 1923, but there is reason to believe that much construction work is under consideration and with stable conditions will go forward."

Secretary Hoover, of the Department of Commerce, is equally optimistic about the outlook for the future. He says in his last annual report:

"The fiscal year (July, 1922, to June, 1923) was marked by complete recovery from the great slump of 1921 in all branches of industry save agriculture, and even in agriculture there was some improvement. This recovery had found a special impetus in the activity of building, railway, and other types of construction resulting from postponement during the war. It spread, however, to industry in general, so that the continuance of business activity is not dependent upon the maintenance of an equal measure of building construction hereafter."

With respect to our own industry, an examination of the tables and charts contained in this *Barometer* will readily show that both cigars and cigarettes have made advances this year over 1922, cigarettes being the larger gainer, and these, coupled with the gains made in 1922 over 1921, make the results more gratifying and the future more reassuring.

What is of important significance is the fact that the largest increase in cigar consumption is to be found not in the lower-priced goods but in Class C, which undoubtedly is an added indication of prosperity among the consuming public.

Tax reduction, which Secretary Mellon has so urgently recommended, and which an overwhelming public sentiment is so forcibly demanding, will probably be effected before long, and this cannot but add to the general prosperity of our country.

Let us, therefore, hope for added improvements in the conditions of all branches of our industry and for general prosperity all around.

ENRIQUE PENDAS RETIRES

Enrique Pendas, one of the best-known cigar manufacturers in Tampa, and one who has stood at the top of the profession for many years, has announced his retirement from the cigar business as of January first.

Mr. Pendas is one of the oldest cigar manufacturers in Tampa, having come to the city originally as manager for Y. Pendas & Alvarez. More recently he has been manager of the Havana-American Company factories.

The activities of Mr. Pendas passed far and beyond the confines of the cigar factories with which he has been connected. He always had at heart the best interests of the city of Tampa and the cigar industry as a whole.

The activities of the Cigar Manufacturers' Association of Tampa and the success that has attended their movements are in a large measure due to the continued efforts of Mr. Pendas. He is an outstanding figure in the cigar industry in Tampa, and so long as he lives, even if in retirement, will be remembered for what he has done toward the progress of the industry.

CONGRESS INCREASES APPROPRIATIONS

Despite the fact that the Patent Office is many months behind in its work, only a very slight increase is made in the appropriation for that branch of the Interior Department, and no provision is made for additional employees, although the Commissioner of Patents for several years has stressed the need of enlarging the force.

Estimates for the postal service indicate that there are fewer losses in the mails than in past years, only $4,500,000 being asked for payment of indemnities for the injury or loss of domestic registered, insured and collect-on-delivery mail, a decrease of $500,000 from the present appropriation, while a reduction of $15,000 is made in the fund for payment of indemnities on international mail, for which $60,000 is asked.

A slight reduction is made in the appropriation for the activities of the Federal Trade Commission, $950,000 being asked for the coming fiscal year, as compared with the current appropriation of $1,010,000. Appropriations for the Interstate Commerce Commission are also curtailed, $4,262,284 being provided, against the present allotment of $5,203,860.

Business Building

(*Continued from Page 14*)

Therefore, watch your town, watch your street, watch your location. Watch the actions of this great, big, busy, hustling, crazy world. Get the vision to see the changes before they occur, and take advantage of them. Thus, perhaps you should buy your store today for a trifle, and ten years from now sell it for a small fortune.

Twenty-three thousand retail merchants went broke last year in these United States, which is something like seventy-five each and every day.

The Harvard Bureau of Business Research sought to ascertain the causes of this unfortunate condition of affairs. Most of the unfortunates were firm in the belief that insufficient capital was the cause. But the investigators found otherwise.

They found that many did not know what it cost them to do business. They supposed it was much less than the actual fact and they were selling many goods at cost, under the cheerful belief that they were making interesting profits.

A great many purchased in quantities entirely too large, being often led thereto by the tempting price of quantity lots. The result was that their goods became shopworn, out of style, and the merchants were obliged to close them out at losses, besides tieing up capital which could have been profitably employed enlarging the assortment of goods handled.

Other merchants relied on their own judgment and preferences when buying. Perhaps this was natural, because their judgment was trained and they knew what customers *should* want, but people don't do as they should, and these merchants thus had slow-sellers on hand.

Today business is a game of skill and knowledge. It is absolutely necessary to keep posted, on goods, on markets, on the whims, prejudices and fashions of the buying public—to train and refine our judgment and to play the game with the best efforts we can summon.

PASBACH-VOICE OPENS NEW ENGLAND OFFICE

Announcement is made by Jacob A. Voice, secretary and general manager of the Pasbach-Voice Lithographing Company, Inc., of the opening of a New England office at 605 Old South Building, Boston, Mass., in charge of Mr. N. Frankenstein.

Mr. Frankenstein has many years of active and capable selling experience. The acquisition of Mr. Frankenstein should prove of mutual advantage to the cigar manufacturers in New England as well as the Pasbach-Voice organization, who have long since demonstrated that they know the cigar manufacturers' requirements in the lithographic line.

CLASS A AND B LOSE IN NOVEMBER PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of November, 1923. (Figures for November, 1923, are subject to revision until published in the annual report.)

Products	*Nov. 1922*	*Nov. 1923*
Cigars (large)		
Class A .....No.	249,140,512	227,505,993
Class B .....No.	155,083,838	140,284,605
Class C .....No.	256,984,649	261,567,142
Class D .....No.	12,703,642	14,765,930
Class E .....No.	5,387,661	6,563,743
Total.....	679,300,302	650,687,413
Cigars (small) .....No.	50,966,800	45,522,900
Cigarettes (large) ...No.	1,819,058	1,597,410
Cigarettes (small) ...No.	4,524,272,177	5,361,418,627
Snuff, manufactured..lbs.	3,196,863	3,232,264
Tobacco, m'factured, lbs.	30,640,668	30,148,185

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of November:

Products	*November, 1922*	*November, 1923*
Cigars (large)		
Class A .....No.	10,106,250	9,688,900
Class B .....No.	2,257,725	1,275,500
Class C .....No.	5,757,560	4,033,040
Class D .....No.	18,750	15,025
Class E .....No.	2,500	100
Total .....No.	18,142,785	15,012,565
Cigars (small) .....No.	2,000,000	2,000,000
Cigarettes (large) .....No.	45,000	210,000
Cigarettes (small) .....No.	40,000	46,400

Tax-paid products from the Philippine Islands for the month of November:

Products	*November, 1922*	*November, 1923*
Cigars (large)		
Class A .....No.	21,673,515	14,262,508
Class B .....No.	329,280	485,780
Class C .....No.	195,902	107,090
Class D .....No.	825	2,665
Class E .....No.	952	1,355
Total .....No.	22,200,474	14,859,398
Cigarettes (large) ....No.	2,100	.....
Cigarettes (small) .....No.	95,880	79,980
Tobacco, manufactured..lbs.	645	16

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

Repeal of Tobacco Excise Taxes Advocated

The repeal of the excise tax on cigar or cigarette holders, pipes, humidors and smoking stands is provided in a bill introduced in Congress by Representative Clancy, of New York.

LINZ.

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

"BEST OF THE BEST"

OPTIMO CIGARS
VERY MILD VERY MILD

Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Tobacco Show Notes

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Warehouse Havana Cuba

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TAMPA'S BRIGHTER:—45,581. For cigars. November 1, 1923. Pastor, Diaz & Co., Tampa, Fla.

ROLAND:—43,584. For pipes and smokers' articles. December 12, 1923. United Cigar Stores Company of America, New York, N. Y.

PURITAN:—43,585. For pipes and smokers' articles. December 12, 1923. United Cigar Stores Company of America, New York, N. Y.

BIANCO:—43,586. For pipes and smokers' articles. December 12, 1923. United Cigar Stores Company of America, New York, N. Y.

WEBSTER:—43,587. For pipes and smokers' articles. December 12, 1923. United Cigar Stores Company of America, New York, N. Y.

FELTON:—43,588. For pipes and smokers' articles. December 12, 1923. United Cigar Stores Company of America, New York, N. Y.

NOBLINA:—43,590. For all tobacco products. October 30, 1923. American Litho. Co., New York, N. Y.

IRCO:—43,591. For pipes, cigar and cigarette tubes, smokers' articles and all parts thereof. December 15, 1923. Iwan Ries & Co., Chicago, Ill.

AFFINITY:—43,592. For pipes, cigar and cigarette tubes, smokers' articles and all parts thereof. December 15, 1923. Iwan Ries & Co., Chicago, Ill.

KIWANIS:—43,593. For pipes, cigar and cigarette tubes, smokers' articles and all parts thereof. December 15, 1923. Iwan Ries & Co., Chicago, Ill.

RANDOLPH:—43,594. For pipes, cigar and cigarette tubes, smokers' articles and all parts thereof. December 15, 1923. Iwan Ries & Co., Chicago, Ill.

AUDION:—43,596. For all tobacco products. November 24, 1923. American Litho. Co., New York, N. Y.

TRANSFERS

CINSHONA:—26,444 (Tobacco Leaf). For cigars. Registered November 18, 1903, by John F. Scaife, Philadelphia, Pa. Transferred to The Cinshona Cigar Co., Dayton, Ohio, December 20, 1923.

AUDIENCE:—30,272 (Trade-Mark Record). For cigars. Registered August 24, 1904, by Klinginberg Bros., New York City. Transferred by Adolph Frankau & Co., Inc., to American Litho. Co., New York, N. Y., December 20, 1923.

WAGE EARNER:—43,549 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. October 16, 1923, by F. M. Howell & Co., Elmira, N. Y. Transferred to William Reach, Niagara Falls, N. Y., November 20, 1923.

UNCLE STEPHEN:—21,726 (United States Tobacco Journal). For cigars, cigarettes and cheroots. Registered October 9, 1899, by The Calvert Litho. Co., Detroit, Mich. Through mesne transfers acquired by Antonio Roig & Langsdorf, Inc., Philadelphia, Pa., and re-transferred to Roig & Langsdorf, Inc., Philadelphia, Pa., October 20, 1923.

STEPHEN GIRARD:—21,740 (United States Tobacco Journal). For cigars, cigarettes and cheroots. Registered October 12, 1899, by The Calvert Litho. Co., Detroit, Mich. Through mesne transfers acquired by Antonio Roig & Langsdorf, Inc., Philadelphia, Pa., and re-transferred to Roig & Langsdorf, Inc., Philadelphia, Pa., October 20, 1923.

LA PENSATIVA:—37,685 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered August 23, 1912, by George Schlegel, New York City. Transferred to Joseph L. Balensi, Chicago, Ill, and re-transferred to E. Fernandez, Cleveland, Ohio, November 13, 1923.

EL GRECO:—20,541 (Tobacco World). For cigars, cigarettes and tobacco. Registered July 20, 1910. Originally registered by R. D. Oberholtzer, Bowmansville, Pa., and re-registered by transfer by Henry Heymann's Sons, Reading Pa., and re-transferred to El-Rees-So Cigar Co., Greensboro, N. C.

No. 5:—43,318 (Tobacco Merchants Association). For cigars. Registered June 21, 1923, by Barbero-Toler Cigar Co., Metropolis, Ill. Transferred to El Barto Cigar Factory, Newt. C. Toler, owner, Metropolis, Ill., December 1, 1923.

McDONALD'S HAVANA SEED BINDER:—22,530 (Patent Office). For cigars. Registered February 8, 1921, by Barbero-Toler Cigar Co., Metropolis, Ill. Transferred to El Barto Cigar Factory, Newt. C. Toler, owner, Metropolis, Ill., December 1, 1923.

EL BARTO:—35,115 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered August 3, 1908, by Barbero-Toler Cigar Co., Metropolis, Ill. Transferred to El Barto Cigar Factory, Newt. C. Toler, owner, Metropolis, Ill., December 1, 1923.

AUGEO:—38,858 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered September 17, 1914, by George Schlegel, New York City. Transferred to American Litho. Co., New York, N. Y., December 7, 1923.

AUDEO:—38,857 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered September 17, 1914, by George Schlegel, New York City. Transferred to American Litho. Co., New York, N. Y., December 7, 1923.

TAX REDUCTION MEASURE LIKELY TO BE DEFERRED

The following special bulletin has been sent out by the Tobacco Merchants' Association of America:

Contrary to what seemed to be the general belief that the tax reduction bill would receive first consideration, it is now apparently the tentative program of the leaders of the Congress to dispose of the bonus question first, and to hold the tax reduction problem in abeyance until it shall be definitely known what the Government's revenue requirements would be in the event that the bonus bill should become a law.

However, pending the final determination as to whether tax reduction or the bonus bill should receive precedence, the Committee on Ways and Means has decided to proceed with the purely administrative provisions of the tax bill. It is expected that this work will take until about the 20th of January, when a final decision will be reached as to the order of procedure between the tax bill and the bonus bill.

With the overwhelming weight of public opinion for the immediate consideration of the tax bill, it is altogether probable that this tentative program may be changed, and that after all the tax bill may receive precedence over the bonus bill.

It may not be amiss to quote here from a statement issued by Chairman Green of the Committee on Ways and Means:

"In considering how much our taxes could be reduced it is necessary to consider: First, the amount of Governmental receipts, and, second, the amount of Governmental expenditures, in order to determine the amount of reduction in taxation which can be made. This is so obvious as to need no argument to support it. In order to determine the amount of receipts it is necessary to consider the administrative provisions of the Treasury bill, which, by their effect on the application of the rates, will materially affect the amount of revenue to be received by the Government. In order to ascertain the amount of the expenditures it will be necessary to determine what disposition is to be made of the bonus bill. After these matters are determined the Committee can then determine the amount of reduction which can be made in the income tax rates, and how much, if any, reduction can be made in the excise tax rates."

Under these circumstances, unless there shall be a change in the situation, it does not seem likely that the question of tax reduction will be taken up for consideration for at least two months.

In keeping with our usual practice we shall from time to time keep the trade posted with respect to any new developments, as well as regards any activities which may be determined upon, in connection with which we have every reason to hope for the wholehearted co-operation of the entire industry.

TOBACCO MERCHANTS' ASSOCIATION OF THE U. S.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
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CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

IRREGULAR PAGINATION

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VOLUME 44 No. 2

THE TOBACCO WORLD

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GROWERS
AND
PACKERS
OF
Connecticut Shadegrown Wrappers
Florida and Georgia
Shadegrown Wrappers
Connecticut Broadleaf
Connecticut Havana Seed
Stripped and Booked Porto Rico Fillers
AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City
After all nothing satisfies like a good cigar

Marshall Field Cigar
VORSTENLANDEN JAVA-WRAPPED

Mild, smooth and sweet, regardless of color.

It has 43 years of tobacco curing, blending and manufacturing experience back of it.

Its growing sales and popularity wherever sold is a testimony.

It is Distinctive Quality.

HOWARD F. PENT, President
THE CORAZA CIGAR COMPANY
SEVENTH AND CHERRY STREETS PHILADELPHIA, PA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

WOODEN BOXES are better

They Improve The Bouquet of the Cigar

Cigars are a vegetable product, they age and mature better in Wooden Boxes. The wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by nature.

and for these 5 other reasons:

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. BETTER PRINTING: There is no comparison between Wooden Cigar Boxes and substitute containers when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of other kinds of packages are very limited.
4. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
5. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

Best When Packed — After all nothing satisfies like a good cigar — *in Wooden Boxes*

Why Counsellor Justifies Your Sales Co-operation

ITS heavy volume of sales over a long period of years—its popularity with the public—and its recognition by the trade as a standard brand—all justify your efforts in pushing this worth-while Cigar. It will draw to stores, in increasing numbers, men who demand a uniformly good, medium-priced Cigar.

2 for 15c *Made Famous by its Smokers*

CRESSMAN'S COUNSELLOR CIGAR

ALLEN R. CRESSMAN'S SONS *Cigar Manufacturers* Philadelphia

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Get the Utmost in Advertising Values

at practically no expense by using the

WOODEN CIGAR BOX

for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND

Blackstone CIGAR

Havana

Filler

Absolutely!

Mild! After all nothing satisfies like a good cigar

The new LA TOSELLA

BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOSBROW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD
VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 44 JANUARY 15, 1924 No. 2

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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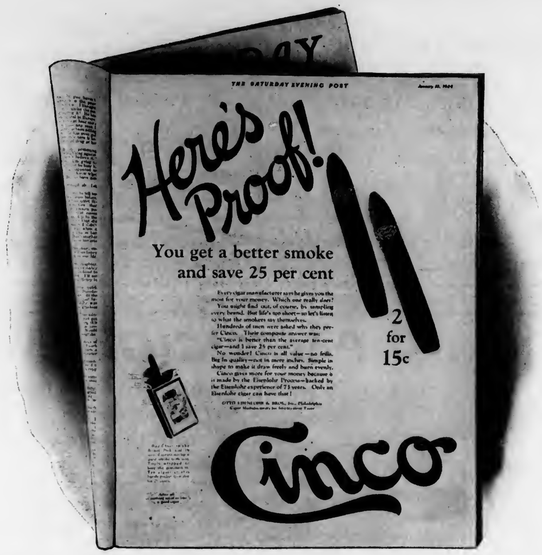
Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York



Cigar Advertising that stands out above any ever done before

Always a money maker for cigar distributors, Cinco is now worth more than ever to all who handle it.

Not only is Cinco today a better cigar and a bigger value than at any previous time; but Cinco is backed by the most powerful advertising support ever given any cigar.

Cinco is the only cigar ever featured nationally in a *continuous schedule* of full pages in color. One of these striking advertisements is reproduced above in miniature.

Such high-powered year-'round national advertising, in color, means that the story of Cinco superiority is certain to get across to the smokers of America. It means that more and more men will call for Cinco when they buy cigars. It means a lot in actual dollars and cents for all distributors who are fortunate enough to possess this valuable franchise.

Otto Eisenlohr & Bros., Inc., Philadelphia
Cigar Manufacturers for Seventy-three Years

Cinco

Londres
Conchas
Panatelas
2 for 15c

Cinco de Luxe
10c

Cinco Pocket Pack
(10 cigars)
75c

Cinconettes
(pack of 10)
25c

After all nothing satisfies like a good cigar

Wisconsin Tobacco For Sale

Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Company, Wisconsin.

L. G. ANDERSON

2127 Iowa Street - - Chicago, Illinois

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

Model B-1 illustrated above.

PACK CIGARS RIGHT

and get a uniform pressed shape to each cigar in every box. No broken wrappers. Impossible to overpress pack.

FOUR MODELS TO CHOOSE FROM

Model "A" without top lever, for 50 cigars - $ 5.00
Model "B-1" with top lever, for 50 cigars - 10.00
Model "B-2" with top lever, for 100 cigars - 12.50
Model "C" with top lever, for bundles of 100 - 16.00

All packers are adjustable to any standard size box.

Pulte-Korreck Machine Co.
GRAND RAPIDS, - - - MICHIGAN

THIS—MEANS—YOU

"There is altogether too much Good Will Building in Advertising and Not Enough Cashing In on it."

"The Place to cash in on your good will is in the Tobacco Show where you will meet your man face to face."

TO THOSE WHO HAVE NOT SIGNED FOR THE SHOW

Chloroform prejudice, if you have any, for it is the foe of PROFIT. The manufacturer or distributor who quarrels with *his own pocket* comes under the provisions of the "Pure Fool Law." Get in line with *your* line. Be a *leader*, instead of a *trailer*. There are fine spaces left, at prices varying according to size, and location. *Reserve yours this morning.* The show will last a week. Not a single display, however *modest*, will be overlooked by visitors, particularly if you have a *live* man or girl in charge of your booth. If you haven't an experienced salesman available, The National Board of Salesmen's Associations will furnish you with one from among their number, and they know *how* to forcefully and resourcefully press the sale of your product. *You want more business—ACT!!*

APPLY TO EXECUTIVE COMMITTEE OF THE
TOBACCO INDUSTRIES EXPOSITION
HOTEL McALPIN Broadway and 34th Street NEW YORK CITY
Telephone, Pennsylvania 5700

Volume 44

THE TOBACCO WORLD

Number 2

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JANUARY 15, 1924 Foreign $3.50

EDITORIAL COMMENT

GA. NICHOLS, writing in the January, 1924, *Printers' Ink Monthly*, under the caption of "Why Permit So Many Retailers to Go Broke?" says that 70 per cent. of the retail merchants who failed in 1922 should still be in business. In the United States and Canada, he says, there were 22,415 retail failures in 1922.

Mr. Nichols has gone very thoroughly into the subject and points out that what every retailer needs to do is to sell his merchandise at a profit, and that means keeping every dollar of his investment at work.

What he means by keeping every dollar of the investment at work may be illustrated by the following example which he cites:

A man was in the habit of purchasing a box of cigars each week, paying $3.75. He says, "For a long time I used to go to the store myself for cigars, and I noticed that the clerk always had three boxes of my brand, shape and color. If I would get a box in the evening I have no doubt that its place would be taken by a similar box in the morning. Figuring that the cigars cost the store $2.50, it made during the year out of me $1.25 on each of the fifty-two boxes of cigars, or a total of $65 on an investment of three times $2.50 or $7.50. A $65 profit on a $7.50 investment in one year, on one customer, on one kind of cigar!"

The fact that this retailer could replenish his stock on short notice from some local jobber or manufacturer made this large profit possible.

And this lesson regarding turnover is one that the retail cigar trade needs to learn. It is one some of the manufacturers need to learn, and one that the salesmen should preach and practice.

Judge H. B. Wells, of Burlington County (N. J.) Court said recently over the radio that there isn't any great secret about success. It is a mighty simple thing, and one of the great factors is work, mental and physical.

And so we say there isn't any great secret about the success of some of our great cigar companies. They have tested the merchandising methods in use, until they found one that gave the greatest mutual benefits.

Take the case of one of our great cigar companies. A retailer, large or small, can only buy, where the source of supply is adjacent, enough cigars for one week. The result is first, that the cigars are always in good condition when they reach the smoker, and it's an advertisement for the retailer to have fresh stock. Secondly, the retailer always has his money and his profit before he buys again. Third, and vitally important, is the turnover. He makes fifty-two profits on the investment required for one week's stock of that company's brands.

And what does it mean to the cigar company? Their salesmen are sending in a steady flow of orders, their cigarmakers are busy fifty-two weeks in the year, checks are coming forward steadily, and the manufacturer is getting a rapid turnover of *his* capital.

Here in Philadelphia, where the majority of cigars sold are of local manufacture, it would be easy for the retailer to turn his investment at least twenty-six times a year, and no doubt the local manufacturers would like to see him turn it fifty-two times a year. It would mean a much healthier retail business, better credits and better collections.

We have on past occasions paid our respects to the special discounts given for quantity purchases of cigars. It is detrimental to the brand, and detrimental to the retailer because it results, in most cases, in overstocking. The dealer has his capital tied up, and the manufacturer runs the risk of his cigars being in poor condition when they reach the smoker.

If the manufacturers will insist on the salesmen and their jobbers selling the dealer only as many cigars as he can sell in a reasonable period, they will find that their orders will flow more steadily and that it will be profitable to all.

We have in mind two retail stores both of which have recently changed hands. One store was doing a business of about $75 a week and carrying a stock of about $1200. The other store was doing about $200 a week and carrying a stock of $2000. With a new proprietor the smaller store is carrying a stock of about $600 and doing a business of about $150 a week, while the larger store with a new proprietor is now doing

(*Continued on Page 9*)

DUAL CIGARETTE MAKER AND TOBACCO POUCH NOW READY

On another page of this issue the reader's attention is called to the Dual Cigarette Maker and Tobacco Pouch, which was described in an article published in THE TOBACCO WORLD on June 15th last. This very attractive article has now reached the stage of perfection at which the designer is ready to place it on the market. This article is manufactured by the Master Tobacco Pouch Company, and more than a year has been spent in experimenting with the different kinds of materials used in its manufacture so as to insure satisfactory service to the smoker. With this little article, which is a tobacco pouch and cigarette maker combined, any person can make a perfect cigarette very quickly and even in a gale of wind without losing so much as a grain of tobacco. The pouch will be exhibited at the Tobacco Show in New York City and will no doubt command a great deal of attention.

BOOSTS "MANUEL" CIGAR OVER RADIO

Harry Glyn, the English comedian who entertains the Morning Glory Club, from the broadcasting station of WDAR in this city, remarked last Saturday morning that he knew "Manuel" was the name of a good cigar, even if he didn't know anything else about Manuel. The Morning Glory Club now has 20,000 charter members so that the remark got considerable circulation.

RECEIVER APPOINTED FOR WASCHLER

A receiver has been appointed to conduct the affairs of Samuel Waschler, cut-price cigar dealer of Chestnut Street near Ninth Street. At a meeting of the creditors held a short time ago it is understood Mr. Waschler made an offer of settlement of twenty-five cents on the dollar, which was refused. David L. Longacre is the receiver.

"MARSHALL FIELD" GAINING

At the office of the Coraza Cigar Company, manufacturers of the "Marshall Field" cigar, it was stated that business for the year 1923 was very encouraging and that the management is well satisfied with the progress made in placing this cigar throughout the East and Middle West territory. All indications are that the year 1924 will prove much more satisfactory.

Henry Blum and Jimmie Goldwater were visitors to Philadelphia last week, conferring with their distributors here, Dusei, Goodloe & Company, of North Seventh Street.

MacANDREWS AND FORBES DIVIDEND

The MacAndrews and Forbes Company, Third and Jefferson Streets, Camden, N. J., have declared an extra dividend of 4 per cent. on the common stock, payable January 15th to stockholders of record December 31, 1923. This is in addition to the regular quarterly dividend of 2½ per cent., payable at the same time. MacAndrews and Forbes are manufacturers of licorice paste, and powdered licorice extract.

NEWMAN JOINS BAYUKS

A. Joseph Newman, formerly sales manager for P. Lorillard Company, will become associated with Bayuk Cigars, Incorporated, in the same capacity, before the first of February, 1924. Mr. Newman's home address is 660 East Seventeenth Street, New York City.

RUYERA LOPEZ IN DIFFICULTY

An involuntary petition in bankruptcy was filed against the Ruyera Lopez Cigar Company, manufacturers of the "Ruyera Lopez" cigar on January 14th. Valenchik Brothers, leaf tobacco dealers, were the principal creditor.

NEW SIZE FOR FULWEILER

A new size in the "La Madrid" line of the P. C. Fulweiler & Brothers Company, is making its appearance in the local market. It is a long epicure and promises to prove popular with the consumer.

PFAUTZ IS NOW SON'S BROTHER-IN-LAW

When Weilling M. Pfautz, tobacco dealer of Lititz, Pa., married Miss Bertha Diehm, Miss Diehm, of course, became Mrs. Pfautz and at the same time became the mother-in-law of her own sister, since her own sister was the wife of Mr. Pfautz's son, and by the same process of deduction Mr. Pfautz became his son's brother-in-law and also uncle to his own grandchildren.

NOW WHOM SHALL WE BELIEVE?

Dr. Charles J. Smith, president of Roanoke College at Salem, Va., has denounced the modern college girl as a "hard drinking, cigarette puffing, licentious Amazon," but according to Albion W. Small, professor of sociology and dean of the graduate school of the University of Chicago, cigarette smoking has no moral effect on women, and there is a much more wholesome attitude on the part of men toward women today than fifty years ago.

BUSINESS IN 1924

Since the advent of the New Year, and even since December 1, 1923, numerous letters forecasting the possibilities of 1924 as a prosperous year for all lines of business have been pouring into the offices of the TOBACCO WORLD. The following, taken from the *Monthly Review of Market Conditions*, published by the National Bank of Commerce in New York, should, on account of its source, be taken seriously and serve to encourage those who have been doubtful of the outcome of business in 1924:

"The business prospect for 1924 is good. The usual seasonal expansion may be expected during the spring months and for the year as a whole a satisfactory volume of business with reasonable profits. Whatever hesitancy prevails as to what is ahead seems in large measure to be due to the fact that merchants and manufacturers have acquired the habit of ordering in small quantities for immediate requirements. This condition is no justification for lack of business confidence for this policy makes for safety under prevailing high costs.

The substitution of frequent small orders in place of large forward commitments is in considerable part the outgrowth of experiences in 1920. The tendency throughout the business community since that time has been to hold inventories down and to emphasize the importance of rapid turnover with considerable insistence on short-term credits.

The change is also in part due to the fact that news of all kinds, including market news, now circulates with a freedom never before attained. Freight transportation is more efficient than it has been for some years. Since 1914 there have been notable increases in the capacity of many important industries, in some lines materially greater than present and prospective demand. Under these conditions the motive for ordering far in advance is lacking. The fact that consumers in the remotest areas of the country now insist that their purchases shall meet metropolitan standards is also a powerful influence tending toward a hand-to-mouth policy. The day has passed when merchants can order safely for a year or even for a half year's requirements. We have entered into a period of active competition when efficient organization, selling skill, and economy in every direction are necessary if satisfactory profits are to be made."

E. P. CORDERO PASSES AWAY

Col. E. P. Cordero, founder of the well-known firm of E. P. Cordero & Company, died on New Year's Day at the Flower Hospital in New York. Colonel Cordero was seventy-eight years of age and a veteran of the Spanish-American War, when he served this country in a highly valuable capacity.

He is survived by his wife, one son and one daughter. Funeral services were held on Thursday morning, January 3d.

MEETING OF SCHULTE STOCKHOLDERS CALLED

Stockholders of the Schulte Retail Stores Company have received notice of a meeting to be held January 12 for the purpose of authorizing an increase in the preferred stock of the corporation from five to ten million dollars.

No announcement was made as to whether this was for the purpose of taking over the United Cigar Stores or not.

Editorial Comment

(*Continued from Page 7*)

about $400 a week with a stock of around $1200 to $1500.

This matter of fresh stock and turnover is of vital importance to all cigar manufacturers, jobbers and retailers, and upon the practice of these business methods depends the progress of the industry.

The manufacturer may say that the failure of a retailer doesn't cost him anything. But we have never seen an account that didn't cost somebody something. At the very least the manufacturer has lost the cumulative results of the sales of his brand in that store, and he, or his representative, must find a new account to take the place of the one lost, which in many cases means time and money expended to build up the brand with the new account.

So long as the manufacturers permit their customers to overstock, so long will collections be poor and retailers fail. There is nothing so detrimental to the cigar manufacturer as having his goods reach the smoker in poor condition.

If the manufacturers throughout the land will take a new interest in the retailer and counsel and guide him along good merchandising lines, 1924 will bring the greater prosperity that we are all wishing for. We must not lose sight of the fact, however, that we must do our part to help.

LESHEY-MYERS CIGAR BOX COMPANY

Booth 58 at Tobacco Show

Cigar manufacturers especially, as well as other branches of the trade, will be deeply interested in the exhibit of the Leschey-Myers Cigar Box Company, at the coming tobacco show, where they will occupy booth No. 58.

The feature of their exhibit will be the L. & M. Perfect Top for covered lids, guaranteed not to warp. The L. & M. humidor box is sure to encourage box sales. It will be well worth the time of all visitors at the show to stop at booth No. 58.

MOE GANS JOINS PASBACH-VOICE

The Pasbach-Voice Lithographing Company, widely known specialists in the cigar band and label business, have recently added M. M. Gans to their sales staff. Mr. Gans is familiarly known as "Moe," and was formerly connected with Gans Brothers. Mr. Gans brings to the Pasbach-Voice Company an intimate knowledge of lithography by reason of his former connection, and the P-V Company because of the rapid strides they are making offer a wide field for their sales representatives. The numerous friends of Mr. Gans will be glad to learn of his new connection and will extend him a hearty welcome.

NEW SUMATRA IMPORTER IN NEW YORK

A new importing and exporting tobacco firm is entering New York City under the firm name of Robert J. Kugelman, Inc. Mr. Kugelman has been associated in the leaf tobacco industry for a great number of years and was recently an importer and exporter of Sumatra and Java in Holland.

Max Maier will be associated with Mr. Kugelman and the new firm will export Virginia tobacco in addition to their import business.

DETROIT

Detroit Holiday Business Exceeded Expectations of Most Optimistic—Many Factories Operate at Capacity Over Holidays—Becker Cigar Store Destroyed by Fire—J. B. Thatcher on Extended Business Trip

Detroit, Mich., January 10, 1924.

DETROIT ends the old year with glory. Many records shattered and the prospects exceedingly bright for 1924. The merchants enjoyed an excellent Christmas trade; every line of business reports a record-breaker for Detroit in 1923, and the outlook for 1924 is something of which all Detroiters can be proud. During the year of 1923 a total of 35,000 permits were issued for the construction of new buildings, representing an outlay of $128,500,000, and predictions are that the year's construction will be duplicated in 1924. The year has been a most prosperous one for the financial institutions and they have available funds on hand to take care of the needs of industries on a broad scale for this year. According to reports there will be no let-up in automobile production, and many plants will increase their output. Orders already placed by the automobile plants for steel, is a good indication of the schedule laid out for 1924.

The cigar manufacturing plants report the year just ending as a most successful one. All production records were broken and many plants closed the year with an oversold condition existing. The New Year found many factories in full swing, working to capacity production, trying to catch up on unfilled orders. Predictions are that 1924 will far exceed the business of 1923.

The cigar store of George Becker was destroyed by fire on January 5, when a disastrous fire threatened the entire town of Marine City. Mr. Becker and his family had a narrow escape from their apartment, which was above the store.

Miss Juliette Henkel, proclaimed the most beautiful girl in Detroit, became the bride of Elwood Noble Johnson, at a simple ceremony in St. Paul's Cathedral, on Saturday evening, January 5, Dean Warren S. Rogers, officiating. Mr. Johnson is a graduate of Cornell University and the son of Mr. Bert Johnson, one of Detroit's leading cigar men, who operates a chain of retail stores. The bride and bridegroom are popular members of Detroit's younger social set. The wedding was unheralded and was a great surprise to their many friends, who were summoned by telephone shortly before the wedding. About fifty guests were present. Later a dinner was given at the Detroit Athletic Club, by Mr. Bert Johnson, father of the bridegroom. Mr. and Mrs. Johnson will make their home in Saginaw, where Mr. Johnson is engaged in business. We all join in hearty congratulations and best wishes.

F. W. Andrews, of Williamston, Mich., has sold his cigar store and billiard parlor, to Smith & Barber, who will conduct the business along the same lines.

"What did you do with all those unpaid bills?"

"Why, dear, I saw they were beginning to worry you, so I threw them out."

Tom Monroe, vice-president of the Speitz Cigar Company, has returned from a hunting trip in the northern part of the state. Tom tells me the rabbits were plentiful and that there was no trouble in catching them. So accordingly they saved a lot of powder and shot.

J. B. Thatcher, president of the American Box Supply Company, is on an extended business trip through Ohio and Indiana, where he is visiting his many friends in the trade.

Samuel Litz, of S. Litz & Company, manufacturers of "El Salero" cigars, has returned from a business trip to Chicago and Milwaukee, where he reports his brand as selling good.

Tom Powell, manager of the cigar department of the Worden Grocery Company, Grand Rapids, Mich., was on the list of visitors here last week. Tom reports business in the Furniture City as fine and that the cigar business with his firm was never better.

Katherine Heybour, the popular cigar girl associated with Charles Bird, the Book Building cigarist, has returned to her duties feeling much improved in health. Katherine has been on the sick list for the past three weeks, and says she is just wild about spending the holidays in the hospital. I am told that Katherine is just furious over the wet New Year's we had, while she was marooned in the "horse-pistol," not being able to enjoy any part of it, she is just plain angry.

Frank Hardoin, manager of the Watkins Cigar Store, in the Majestic Building, has been elected to membership in the Exchange Club. To show that his heart was in the right place, Frank treated the entire membership to "Personality" cigars, at the last luncheon.

Bill Thornton, the go-getter, for Claude E. Howell & Company, local distributors for "Dutch Masters,"

(*Continued on Page 19*)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P

ALL RIGHTS RESERVED

MET a friend of mine the other day. Hadn't seen him for ten years. Then he was a groucher. Dissatisfied. Discontented. He was ambitious. Didn't see any prospects for a clerk in a cigar store.

Now, he is large, and smiling, and fat.

"How's things?" I asked.

"Bully," said he.

"Some years ago I began saving my money. Bought out a little cigar store in a growing location. Became much interested; pushed the business; studied salesmanship, advertising, merchandising. Business grew. Took on candy. Rented store next door and threw them into one. Bought a fine soda water fountain; spent a devil of a lot of money making it all first-class. Catered to a good trade, and got it. Business grew like a mushroom hot summer nights.

"The other day a feller came along and offered me thirty-eight thousand smackers for my business, but I turned him down so cold he froze stiff and ain't thawed out yet. Yes, business is all right, and after all this is about as good a world to live in that I know of."

This is an absolutely true tale, from real life, and yet there are oodles and oodles of clerks in cigar stores who are masticating the muslin, 'cause "there ain't no opportunities for a young feller in a cigar store these days."

I made a visit to my home town the other day—a wide-awake place of three thousand. Found things wonderfully changed.

The old proprietor of the cigar store and newsstand had sold out to his clerk. Hadn't been quite making a living, you know—and that clerk had sure changed things.

The magazines and news which formerly had taken much valuable space had been condensed. Cigars, tobacco, pipes and such were attractively shown in the large plate glass window he had put in. A handsome assortment of fine candy occupied the other show window and a small space near the door. Back of that was a handsome and expensive fountain outfit, everything as white as a laundered snowflake and so inviting that it just compelled one to sit down and order something damp and cold.

The whole store was light, and white, and clean, and neat, and artistic, and inviting.

Was he doing business? The answer is, yea, verily. He had two clerks, and the three of them were kept on the lively hustle. As an advertising man said: "It pays to put on a handsome front, and keep high quality goods, as though everybody is rich."

I don't blame you—don't blame you in the least—for telling yourself that this writer guy is daffy on the subject of Business Knowledge, and in trying to get you to continually pound it in your head.

But permit me to state that the writer guy is right all right, and that the following of his advice would bring in real money to you.

Want proof?

Here it is!

A New York hotel which caters to commercial travelers and business men, reasoned—and correctly—that its patrons would like to read business books. Therefore it established a Business Library. It bought a collection of practical business books, placed them in a certain room, and displayed a conspicuous notice that its guests were free to use them.

Did the guests say the proprietor of the hotel was daffy and give the books the absent treatment?

They did—NOT.

They read the books. Two thousand readers read them in a very short time, and many others are still reading them. They commended the proprietor and expressed their appreciation of his wise policy.

One of the great and surprising tendencies of the times is the number of young men entering business colleges, business universities, and such, and grounding themselves on technical knowledge. In a few years from now business methods will change mightily. Are you keeping up with the times? Can you hold down your job at that time?

Here's a brief story, and an impertinent question. Once upon a time an uneducated Norwegian went a-sailoring, and sailed the seven seas. Then he landed in California and went to work. He had vision. He saw the wondrous opportunities of this wonderful country. He went in business—and grew, and grew, and grew.

Today he is president of fourteen big corporations and has money to smoke quarter cigars.

He says that running a business, or fourteen big businesses, gets down to finding the right man for the right place.

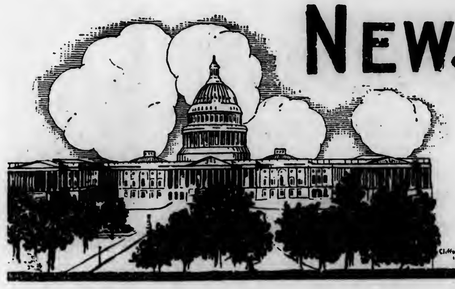
That's the story. Now for the impertinent question.

You are the head of a cigar business. Possibly it has no clerks, and nothing but the head.

Have you the right man in the right place? That means you! Have you? Please answer yes or no, as the lawyers say.

If your business is standing still, or going backwards, you haven't the right man—and you want to

(*Continued on Page 24*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Increase in Production of Tobacco in 1923

Washington, D. C.

TOBACCO production in 1923 showed an increase of 200,000,000 pounds as compared with the preceding year, according to figures just issued by the Department of Agriculture. Total production of all types was 1,278,998,000 pounds, against 1,071,836,000 in the preceding year, it is stated.

The production of cigar types of tobacco during the year was 195,788,000 pounds, as compared with 175,001,000 pounds in 1922, and production of this type increased in all tobacco-growing states except Ohio, where the crop decreased about 750,000 pounds.

Figures compiled by the department show that the burley crop alone jumped from 275,601,000 pounds in 1922 to 326,116,000 pounds last year, while the Old Belt type of tobacco crop in North Carolina and Virginia increased from 209,708,000 pounds to 249,500,000 pounds, and the New Belt crop North and South Carolina and Georgia increased from 199,060,000 to 306,647,000 pounds.

Decreased production was reported for a few types, but the decreases are more than offset by the increases in other kinds.

New Appeal Being Made for Standardization in 1924

An appeal to manufacturers throughout the country to give more attention to the elimination of excess varieties during 1924 is made in a pamphlet just issued by the Fabricated Production Department of the United States Chamber of Commerce. Standardization, it is pointed out, can be applied not only to the finished product and the cartons and packing cases in which it is shipped, but also to such items as raw materials, purchased parts, component parts, terminology, performance, brands and finishes.

Manufacturers who on their own initiative have taken steps to eliminate unnecessary varieties have found that the benefits of such action were many. Savings, which could be passed on to the consumer, were effected not only in the fabricating departments, but in the purchasing, accounting, engineering, stockkeeping and all other divisions of the industry.

The manufacturer who standardizes his products officials of the chamber declare, not only benefits himself but his dealers and his consuming public. The dealer benefits through the reduced number of lines, with their repair and accessory parts, which he must carry in stock, while the ultimate consumer finds the ready interchangeability of parts on his machines of immense value; and the supplier of raw materials experiences a substantial improvement in the facility with which his orders are processed and handled.

Railroads Fighting Mileage Order

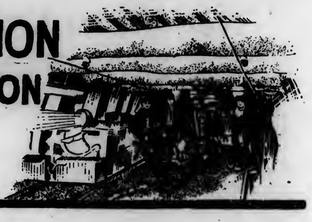
Fifteen different points of protest are cited by the railroads against the order issued on March 6, 1923, by the Interstate Commerce Commission, requiring them to issue and accept mileage coupons, in the case which is now before the United States Supreme Court. The case came before the court on appeal of the Government from an injunction issued by the Massachusetts District Court, to restrain the commission from putting its order into effect.

Aside from the minor points such as that the order is not supported by the commission's findings, the main charges brought against it by the carriers are that it requires them to perform services at rates which are not compensatory; that it is discriminatory in that one passenger receives a lower fare than another; that it is unconstitutional as an arbitrary discrimination which takes property without due process of law; that it violates the Transportation Act, in that it will not permit the carriers to earn the aggregate net annual operating income provided for thereunder; that it also violates that act because a just and reasonable fare for the holder of a scrip coupon ticket can not possibly be less than a just and reasonable fare for the transportation of any other passenger receiving the same service; and the order is not restricted to interstate commerce, but applies to intrastate commerce as well. The case, as reviewed by the Supreme Court, will center around these points, and no consideration will be given to the situation itself, which was the basis for the commission's order. Briefs have been filed by the United States, by the Interstate Commerce Commision, and by the railroads which secured the injunction in the Massachusetts court.

It is claimed by the railroads that adoption of the commission's order would result in a net loss to them per annum of $32,000,000. It is estimated that 30 per cent. of all passenger travel would be performed by holders of scrip tickets, the amount lost in the sale of tickets to them being estimated as $60,000,000. The additional cost of administering these tickets is estimated to come to $1,680,000. Deducting this total from the total net revenues of the railroads as shown by figures submitted to the Interstate Commerce Commission during the course of its

(Continued on page 14)

THE ANTHRACITE REGION WILKES-BARRE SCRANTON HAZELTON



DIAMOND BILL, in starting the new year, wishes to extend to the TOBACCO WORLD, its advertisers, subscribers, writers and readers, the greetings for the New Year. May we all enjoy the best that is in this old world, and don't forget to boost, and boost hard. Let's do!

It is with sad regret that we record the passing out of this world to the far beyond, the life of Charles Kahler, of Reading, Pa. Mr. Kahler, while visiting in Wilkes-Barre, was taken sick and was removed to the Mercy Hospital, where his death occurred and which had a sad ending. Mr. Kahler, while confined in the Mercy Hosital, ignited his bathrobe when endeavoring to light a cigar, and was so seriously burned that he died within a few hours. Mr. Kahler is survived by his wife, two daughters and one son. Mr. Kahler was a very prominent cigar manufacturer of Reading.

Mr. G. R. Tschop, special representative for P. Lorillard Company, in the little cigar division, was a recent visitor here in the interest of his "Between the Acts," "Royal Bengals" and "Flexo Giants." Mr. Tschop says his cigars are small, but his sales are big.

The Orpheum Smoke Shop and Billiard Parlor, one of the finest and nicest equipped in this city, had one of the largest crowds in the history of their ten years in business. The reason for this large crowd was that Mr. William G. Ziegler, the hustling proprietor, had Fred B. Hall, the champion exhibition pool player in the world, showing his skill with the cue and balls to the 350 patrons that visited his place. Mr. Hall, besides being a wizard with the cue, is a wizard with a pack of cards. When he was through with his exhibition, the crowd went home gasping and all voted that they had a wonderful night at the Orpheum Smoke Shop.

Mr. David Abrams, of Philadelphia, Pa., was a recent visitor through Wilkes-Barre, Scranton, Hazleton and surrounding towns, in the interest of "La Palina" cigars, for the Congress Cigar Company. Mr. Abrams reports that his "La Palina" cigars are growing in favor wherever placed.

Bayuk cigars, "Havana Ribbon," "Prince Hamlet," "Philadelphia Hand-Made" and "Mapacuba" are four of the largest-selling brands in the coal fields. They sell big because they advertise, and they are good. So let's do!

Mrs. John Lenahan, widow of the late John Lenahan, who at one time conducted the cigar store now owned by the Schulte Cigar Stores Corporation, on Public Square, is now conducting a cigar stand in the Miners Bank Building, and is making a very fine living. This goes to show what any energetic woman can do to make an honest living. Mrs. Lenahan is very well liked and has a host of friends. Good luck, Mrs. Lenahan.

The Dervas Cigar Company, Scranton, Pa., is putting the old "Gato" line of cigars in all stands where good cigars are sold. Mr. Dervas is deserving a lot of credit for taking on this brand. The "Gato," which is one of the oldest brands on the market, slipped a little in the past, but Mr. Dervas is gradually putting them back in all stores and tells me that he is well satisfied the way "Gatos" are now selling. Mr. Dervas also has their "Key Wester" selling big for their five-center. Men like Mr. Dervas are wanted in the cigar game.

Bobrow Brothers are developing a new cigar, "La Tosella," which is being put on the market by the above progressive firm. The question is, however, "Can they put it over?" Their distributor for this section is the Wilkes-Barre Cigar and Tobacco Company. Mr. Meyer Abelson, president, tells me that they will go over big, so go to it, the more the better for the cigar game.

One of the live "get wise" manufacturers of cigars is the General Cigar Company, manufacturers of the "White Owl," "Wm. Penn" and "Robt. Burns" in all sizes, who has put to good advantage the slogan, "Nothing Satisfies Like a Good Cigar," by inserting a top flap in their boxes with the above slogan thereon. It takes very well. You can always tell who is on the job. They must have a live advertising man on the job who can put this over like that. More power to you!

The E. J. Frish Company, cigar dealers of New York, are newcomers throughout Wilkes-Barre. Their salesman is none other than the old reliable Max Jacobs, who has been selling through here for the last thirty years.

Now that the holidays are over the merchants are taking inventory of their merchandise, seeing if they lost or made money, and are getting together for a bigger and brighter year. We have all been looking forward to a big year. A new stunt for a number of our local merchants is to put in "Kodak films" and a developing space for making pictures. They claim that the large stores are closed on Sundays and holidays, the drug stores close for a few hours every Sunday, so that they can sell a lot of films to their trade. I wish them luck. I don't see why this isn't a good proposition for them.

One of the big men from the American Tobacco Company was none other but their young, energetic field manager, R. E. Tucker, Jr., of New York City. Mr. Tucker was here with the full line of merchandise for the A. T. C. in every branch of the cigarette and tobacco line. While in this territory Mr. Tucker was out with their local representative, Mr. Tom B. Moore. All big companies should send a big man out to look over the territory. It sure pays.

(Continued on Page 18)

News from Congress

(Continued from page 12)

hearings, the result would be, roughly, a loss in revenue of $32,000,000.

It is held by the Government that the case is nation-wide in scope, and of such great public importance that it must not be overthrown on a tenuous thread of argument, such as secured the injunction in Massachusetts. The commission's order, it is held, in no wise contravenes the rights of the railroads, nor is it in any point in violation of any existing law or statute. Neither the railroads nor the passengers are discriminated against, the loss in revenue alleged by the railroads will be more than offset by the increased traffic, it being admitted in the testimony of railroad representatives that commercial travel had fallen off tremendously as a result of the high rates; and the order does not apply to strictly intrastate business.

It is expected that the decision of the Supreme Court will be rendered within a few weeks.

American Snuff Company Cited in Complaint

A formal complaint, charging enforcement of fixed resale prices, has just been issued by the Federal Trade Commission against the American Snuff Company, of Memphis, Tenn. The company is charged with enlisting and securing the support and co-operation of wholesale and retail dealers in the enforcement of its price-fixing plan on snuff and other tobacco products manufactured by it. Among the methods used by the respondent to compel dealers to sell at their fixed prices is the refusal to sell their products to dealers who did not maintain such fixed prices, and the maintaining of a list made up of dealers who did not abide by the standard fixed prices, which list was made up of names furnished by agents and solicitors and wholesalers and retail dealers.

Foreign Commerce Service Department Suggested as Part of Foreign and Domestic Commerce

The establishment in the Bureau of Foreign and Domestic Commerce of the Department of Commerce of a foreign commerce service is provided for in a bill introduced in the House of Representatives by Congressman Winslow, of Massachusetts. The new bureau would be designed to promote foreign commerce with the United States, and would take over the work which is now being performed. The main object of the measure is to provide adequate salaries for foreign trade officials more in keeping with the work they perform than the present salary scale.

Hearing on Pullman Surcharge Again Postponed

The hearing on the question of Pullman surcharges, which was scheduled to be held by the Interstate Commerce Commission on January 16, has been postponed, until March 18, it is announced, at which time an effort will be made to finally conclude the taking of testimony. There are now pending before Congress a number of measures providing for the elimination of the surcharges now collected for Pullman accommodations, and it is possible that some action may be taken on one of these bills before the Interstate Commerce Commission holds its hearings.

STRIKING INCREASE IN PORTO RICO TOBACCO INDUSTRY

In his annual report, just made public, the Governor of Porto Rico, Horace M. Towner, makes the following comment on the tobacco industry of Porto Rico:

"Fourteen million nine hundred four thousand seven hundred twent-three pounds of leaf, and 4,668,812 pounds of scrap tobacco were sold from Porto Rico during the year. The total value was $9,459,441. One hundred ninety-two million sixty-nine thousand cigars were sold, of the total value of $6,910,735. The total value of tobacco and tobacco products sold was $16,379,457. Tobacco is second only to sugar in value of production.

"The increase in the production and sale of tobacco has been constant and striking. In 1913 but 473 persons were employed in its production In 1919 the number had increased to 7272; while in 1922 it was 11,962. Leaf tobacco is not a raw product. It goes through a process by which the leaf is stripped, classified and carefully prepared for use. The first purchasers were Cubans, who, realizing its quality, bought it, manufactured it into cigars and sold them in Europe as Havana cigars. Sales are still made to Cuba, but the bulk is sold in the United States, where its high quality is recognized, and where it is used in the manufacture of cigars of fine grade.

"The manufacture of cigars has not increased, but on the contrary has declined. In 1919 there were 9697 persons employed in the manufacture of cigars in the island. In 1922 the number had declined to 5455. The reasons for this decline are variously stated. Losses on account of war contracts and strikes among the workmen are causes stated for the shutting down of many of the factories and the consequent curtailment of production.

"However, the high quality of Porto Rican tobacco is established, and the total production is likely to increase from year to year. It is to be hoped that cigar and cigarette manufacture will increase to as nearly as possible absorb the production for that will largely increase the demand for labor of men and women.

"A tobacco guaranty stamp is provided by law, as a protection against the many frauds practiced by unscrupulous dealers who desire to sell low-grade cheap tobaccos on the reputation of the Porto Rican product. So far, the results have been fairly successful and the purchaser in the States can be sure he secures the genuine Porto Rican product if he so desires."

SMOKE AND DRINK WHEN YOU PLEASE, IS HIS ADVICE AT AGE 104

New York, January 8, 1924.

"Go to bed at seven, rise at six.

"Raise a large family.

"Eat any kind of meat at least once daily.

"Smoke and drink when you please.

"Disregard all negative suggestions given by friends and relatives.

"Don't stop working."

This is the recipe for long life presented by Kupper Bier, 104-year-old Hoboken butcher, who visited President Coolidge yesterday. It is Mr. Bier's routine and he is hale and hearty, and expects to live many more years.

Protecting "Good Will"

After all nothing satisfies like a good cigar

Good Cigars especially, require the protection of proper packing. All the careful attentions to details in manufacture are lost, if the Cigars are not in good condition when they reach the Smoker.

The use of SPANISH CEDAR BOXES is the Manufacturer's best protection for the Quality of his Cigars after they leave Factory Control. A virtual guarantee against loss of "Good Will"!

Cigars in SPANISH CEDAR BOXES are distinctly better than in any other Containers.

"Spanish Cedar Cigar Boxes Make Good Cigars Better!"

(ADVERTISEMENT)

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Penna., January 14, 1924.

WE are pleased to report that most of our factories are now open with full forces at work.

In some of the factories we found them with little or no stock of cigars on hand, and best of all was the good feeling with most manufacturers, that they enter the new year with hopes high for a good year's business.

H. F. Martin Cigar Company ("Keen Kutter") has every table occupied in his large factory. Hiram reported less than a case of cigars on hand when they opened the new year.

W. H. Falkler & Son are working full up and report business as very satisfactory.

A. F. Gallatin Cigar Company, makers of "El Royal" and "Gallatin" cigars, report good business and say that they carried over a very small stock of goods into the new year.

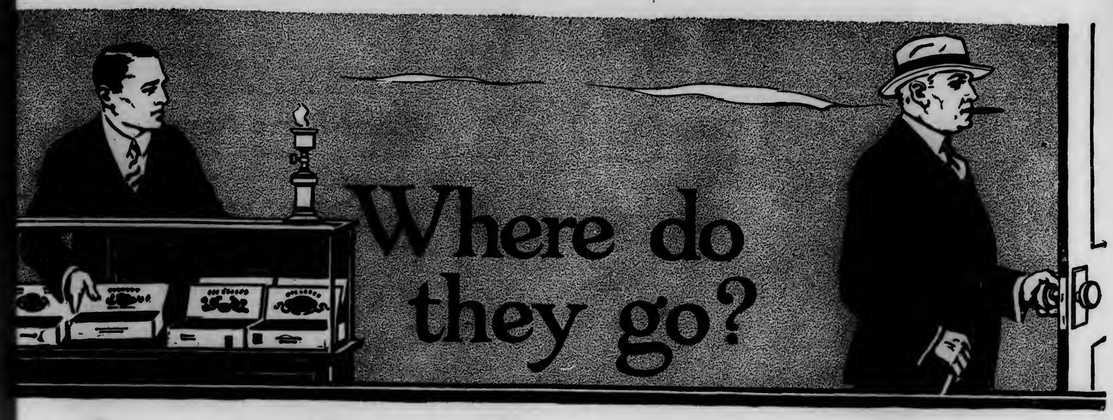
If all manufacturers who say they intend to take in the Tobacco Industries Exposition, attend the show, old York County is certainly going to be well represented. We take every opportunity to call their attention to this very important, at least to our own cigar and tobacco game, chance of seeing what others are doing to build up and hold their trade.

The Animated Billboard on the roof of the Hotel St. George is running several cards advertising the Tobacco Show, also a card to boost the Cigar Slogan and to see the large 18 by 20-foot sign "AFTER ALL NOTHING SATISFIES LIKE A GOOD CIGAR" playing continuously each night, cannot help but have good advertising results.

The cigar box makers also carry a card on this billboard boosting the wooden box.

It is rather amusing, and sometimes discouraging, when soliciting small contributions toward the expense of these trade-boosting advertisements, they will with one accord acknowledge the value of the work, but my, oh my, how they will sidestep when it comes to helping the good work along. Seems it was ever thus, that the few must do the work and cover the cost, while the fruits of the labors are enjoyed by all.

(*Continued on Page 18*)



—the smokers who never come back

IF you have ever stood behind a cigar counter as salesman or owner you have probably asked this question before.

Why is it that some smokers never come back?

Your store is well located—it is clean—you and your clerks are appreciative of trade—your stock is well kept—you are always on the job—and yet, some of your customers never come back.

* * *

Do you remember the new customer to whom you sold a box of "FLOR DEL MORTS" last week? Did you really expect him to come back for more?

Recall the day when the new manager of the street railway came in—you sold him a pocket full of "EL PROFIT GRANDS"? Why *should* he ever come back?

And Judge Fairway. First time in your store. He asked for "a *good* cigar" and you persuaded him to try the "FLOR DE HASBEEN". No—he'll hardly come back again. Can you blame him?

* * *

Some smokers don't know a good cigar from a poor one—but *most* smokers do.

When they ask for "a *good* cigar" there is but one safe thing to do—give them a *good* cigar.

* * *

It is the policy of this company to make Better Cigars and make them Better Known. It is a policy which should have your whole hearted support for Better Cigars Better Known produce but one result—Better Sales, Better Profits and smokers who *do* come back.

Better Cigars Better Known

HARVESTER
DUTCH MASTERS
MOZART
EL SIDELO
ADLON
44
HENRY GEORGE

CONSOLIDATED CIGAR CORPORATION
Hechscher Bldg 5th Ave. at 57th St.
NEW YORK

York County Notes

(*Continued from Page 16*)

York County cigarmakers produced 551,741,780 cigars during the year which ended January 1, according to a statistical report given out yesterday by W. P. Austin, deputy stamp collector of the local office. Revenue derived from the production of these cigars equal $2,655,009.22. Based on the average length of four and a half inches to each cigar the total production represents approximately 3,719.5 miles.

The number of cigars is based on the sale of stamps for this period. There are four class of cigars in this revenue district, grouped according to their retail price. The largest number of cigars is made of the class A variety which retail at not more than five cents each. The number made in this class was 388,154,290 or approximately 70 per cent. of the total production.

Class B cigars manufactured in 1923 numbered 123,339,045, which brought the revenue department a total of $740,034.27 in taxes. Cigars belonging to this group retail at more than five cents and not more than eight cents each.

Cigars, belonging to class C brought the government a return in revenue of $361,870.65 or $9 for every thousand cigars manufactured. The number of cigars produced under this class was 40,207,850.

A total number of 40,595 cigars was made last year, which belong to class D, retailing for more than twenty cents each. The tax received from this class was $487.14.

Reports issued from time to time by the internal revenue department in Washington indicate that York County's production of cigars annually is approximately one-eighth of the total made in the United States.

JAY BEE.

RELIEF SOUGHT FOR EXPENSES IN PROVING TO GOVERNMENT THAT INCOME TAX REPORTS ARE NOT IN ERROR

The reimbursement of taxpayers for expenses incurred in prosecuting appeals from the action of the Commissioner of Internal Revenue in assessing additional taxes against them when, upon review, it is found that the taxpayers' original returns were fair, honest and correct, is sought in a bill introduced in the House of Representatives recently by Congressman Crisp, of Georgia. The measure provides that the amounts paid by a taxpayer for auditing fees, fees for legal services, clerical help, transportation and hotel bills shall be prima facie reasonable costs in the premises, and the burden shall be upon the Government to prove that such sums when expended were not reasonable costs in the case reviewed.

LINZ.

HUSSEY TOBACCO COMPANY INCORPORATES

The New York branch of the A. Hussey Leaf Tobacco Company, has been incorporated and is now a separate concern. John D. Ertel is president and treasurer of the new company, and has been associated with the tobacco industry for a number of years. Milton V. Sutter is secretary of the new company.

Wilkes-Barre News

(*Continued from Page 13*)

Diamond Bill sez "Friendliness" should be a headliner in each and every store. Show your customers that you are friendly, and watch your sales grow. We believe that there should be a cheerful, mutual, helpfulness between a store and its customers, and don't forget to say, "Thank you!" Ask Diamond Bill—he knows.

Mr. T. H. Asbury, general sales manager for Bayuk Cigars, general line, was through these diggin's looking over their territory in the interest of their "Philadelphia Hand-Made," "Havana Ribbon," "Mapacuba" and "Prince Hamlet." He was making the Star Tobacco Company his headquarters while in Wilkes-Barre. Mr. Asbury likes Wilkes-Barre and its people, so call again, Mr. Asbury, your type is always welcome in Wilkes-Barre.

The Wilkes-Barre jobbers are reporting business good, collections fine, and are all looking for bigger business. We wish you all luck, and plenty of it.

I see where Old Man Melachrino "himself" is back in the cigarette game again, making a new "Melachrino" cigarette in different sizes. The question is, however, Can he put 'em over? J. W. McGovern, general sales director, is in town looking over the territory and placing them in all good stores. We wish you luck, Mack. Call again and see us.

One of the greatest surprises to Diamond Bill is the information that the P. Lorillard Company are turning out in their factory over 1,500,000 little "Le Roy" cigars per day. Wow! some cigars. G. R. Tschop, special representative for the P. Lorillard Company, gives us this information, and he ought to know. Their selling price is five for fifteen cents.

Mr. Tom B. Moore, representing the American Tobacco Company informs me that he will have about twenty men through this territory this coming week, putting on a big deal on their "Lucky Strike" cigarettes. Their scheme is to advertise in the local papers and by returning a coupon and nine cents the customer is entitled to a package of twenty. This is a big advertising scheme and should go over big. Tom says, watch "Lucky Strikes."

A few of the cigar stores and cigar stands in Hazleton, Pa., are the ones of Hotel Loughran, Hazel Drug Company, James Ferry cigar store, and the E. J. Smith Cafe, each and every one has its own cases well filled with choice cigars. The William Schwartz Company are the leading jobbers in Hazleton, who supplies all the lower end merchants with their cigars, tobaccos and all smokers' supplies.

The Pittston Tobacco Company, Pittson, Pa., is one of the youngest jobbing houses through the anthracite region, and it is giving the larger and older ones a run for their money. Mr. J. A. McDermott, the general salesman of the Pittston Tobacco Company, has one of the leading and best-selling cigars in the coal fields, the "Cortez" clear Havana cigar, in all popular sizes. This cigar is made by the Cortez Cigar Company, at Key West, Fla. The man for the cigar was none other but Mr. Kaiser, eastern sales manager for the Cortez Cigar Company. Mr. Kaiser can be given full credit for putting this cigar over so big through here, and they are in all places where good cigars can be had.

The Hotel Plaza, Wilkes-Barre, Pa., have one of the nicest and best-equipped cigar cases, filled with choicest cigars in the city. They are doing a very nice business.

One of the oldest cigar stores in the city will close its doors next April. Mrs. Edward Kropp, who has been conducting the store since the death of her husband, claims that the landlord is raising her rent 100 per cent., and she can not pay the raise. It is the old saying, too much rent, and decent, respectable cigar stores can not pay these high rents unless they have gambling, and there are a lot of respectable people who do not care for these games. We wish Mrs. Kropp luck, and plenty of it.

Harry J. Richards, popular cigar salesman of the Orpheum Smoke Shop, has been laid up at home for a few days with a severe cold, but Harry is now back on the job, getting the "How are you now?" from all friends. Harry is one of the shrewdest boys behind the cigar case in this town.

E. A. Stroud, president and general manager of the Star Tobacco Company, of Wilkes-Barre, Pa., informs me that his company did one of the largest businesses in the history of the concern, last year. His cigar business was better by 25 per cent. This is great news, and should make Mr. Stroud and his co-workers feel fine about their wonderful business, and go far and wide for a still greater business for the year 1924.

The Penn Tobacco Company, of Wilkes-Barre, Pa., manufacturers of several different grades of smoking and chewing tobaccos, and who have been making and selling a great quantity of cigarettes, called "O. K.," are going to a greater field in selling them. Jobbers from different states have been writing to the Penn Tobacco Company for samples and prices. This is big news and should prove a big boomer for our home city. "O. K.s" are proving a big seller wherever put, and with the strong and unique advertising behind them, they should go over bigger than ever. John Uhl, a local boy, is general manager of the Penn Tobacco Company.

The Waitt & Bond Company, manufacturers of the well-known "Blackstone" cigars, are putting some very nice advertising matter through here. The Star Tobacco Company is the distributor for this cigar through Luzerne and Lackawanna Counties.

Mr. James B. Pace, who has been visiting his family over the holidays, has returned to Detroit, to look after the interests of the Waitt-Bond Company's "Blackstone" cigars. Mr. Pace formerly had their cigar here, but through hard, energetic work and service, he has earned for himself a well-deserved promotion in a larger field for the Waitt & Bond Company.

The J. G. Dill Company, "Dill's Best," is one of the big selling tobaccos for its kind around Wilkes-Barre. They have a representative through here at the present time and that helps a lot.

Francis V. Williams, local representative for Otto Eisenlohr & Brothers, of Philadelphia, Pa., claims that he had one of the finest times in his whole life when he attended the annual get-together affair given to all sa'esmen and all the Eisenlohr family at the Ritz-Carlton. Francis sez it was "some" affair—and he ought to know.

"Diamond Bill" wishes that the readers of THE TOBACCO WORLD *write him, 139 South Main Street, Wilkes-Barre, and ask any questions they like in regards to Wilkes-Barre, or questions of any kind, and we will answer to the best of our knowledge. Criticisms invited.*

(*Continued on Page 20*)

DETROIT NEWS

(*Continued from Page 10*)

"Harvester," and "Henry George" cigars, is back on the job again, after spending the past several weeks at home under the doctor's care. Bill says he is felling much better, although he is somewhat weak in the knees. He says with the aid of "Henry George" and the "Dutch Masters," his "Harvester" will carry him over the jumps in good style.

Detroit's candidate for the laziest-man championship alighted from a Woodward Avenue car this morning. He waited until the car started, then held a match against its moving side. When the match flared up he managed to bring it to his cigarette without assistance.

Leon Goldenberg (Watkins Cigar Company) known to his intimates as "Goldie," is enjoying a well-earned vacation at his old home in Ithaca, N. Y. Before departing for the East "Goldie" was given a royal send-off, by his associates at the store. According to reports he was in fine condition, when he left for home and mother.

William B. Morris has purchased the cigar and confectionery business of N. Bogoaian, located at 5696 Dix Avenue.

Three clear Havana brands that enjoyed a big holiday business in detroit were, "Count Ponchartrain," "Tuval," and "Redencion." They are made in bond, of strictly clear Havana tobacco and Spanish hand workmanship. All products of Marcelino Perez & Company, manufacturers of fine Havana cigars since 1883.

"Personality" cigars (New York-Tampa Cigar Company), were prominently displayed last week in all the leading downtown stores. Among the ones worthy of mention were: Watkins Cigar Company (Majestic Building), Bert Johnson's (McMillan Store), Tucker Cigar Company (Dime Bank Building), Charles Bird (Book Building), Watkins Cigar Company (David Whitney Building) and Bert Johnson's store at the D. U. R. Station. According to the reports of these dealers, the "Personality" cigars are making many friends with Detroit's smoking public.

Henry Lichtig, of Rosenthal Brothers, manufacturers of "R-B" cigars, spent the holidays in Detroit, visiting his parents.

Eugene Watson, of the Harry W. Watson Company, Flint, Mich., is on a visit to New York City and eastern points.

Otto Groll, representing Miltiades Melachrino, manufacturer of high-grade Egyptian cigarettes, arrived in the city last week with a fine flock of "Crocodiles." According to Otto his pets are making numerous friends throughout the country and every one can handle them with pleasure, because "Crocodile" cigarettes, are full of quality and sweet with Egyptian aroma.

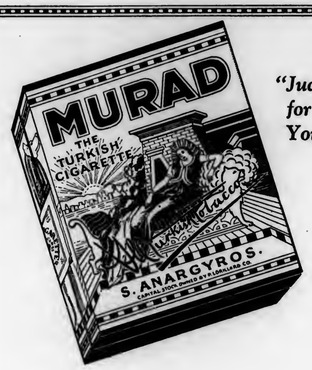
A. G. Wiedmann, of the American Box Supply Company, has left for a business trip to St. Louis and Vicksburg, Miss.

Claude Shelley has taken over the management of the cigar stand in the Charlevoix Building at 2033 Park Boulevard. Mrs. Shelley is assisting her husband in running the stand.

Advance cards from many cigar men in the East, state they are Detroit bound with nice fat order books and spring samples of excellent qualities and values. So, come on boys the Dynamic City will welcome you.

Yours truly,

MIKE OF DETROIT.



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco

of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.

WINDSOR PENNA.

After all nothing satisfies like a good cigar

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

Wilkes-Barre News

(*Continued from Page 19*)

A new cigar store and billiard parlor was recently opened in Parson, Pa., a suburb of Wilkes-Barre, by Elmer Stetler, calling his place of business the Stetler Smoke Shop, using a large "S" for all three names, and making a great showing. Mr. Stetler is new in the business, but from all appearances it looks very good to the writer, and should be a big store in a short time, for the new owner, Mr. Stetler, carries a full line of cigars and tobaccos, keeps his place well cleaned, and this alone should be a big asset for any store. A clean place of business gets the best of trade; a dirty, unclean place of business, and you'll always find the worst class. The best is always the "best" in the end.

It is very seldom that you will find in any city fruit market a well-kept cigar case, but not so with the one conducted by Archie Francheen at 169 South Main Street, and credit can be given his able assistant, Mr. Gomer Jones, who knows how to keep stock. Mr. Jones states that he works for the interest of Mr. Francheen as though it were his own store, and it shows it. His stock of cigars and tobaccos, as well as his other merchandise, shows his careful eye and training and it sure is a big thing to any merchant to keep such a place with clean, tidy and well-kept stock.

Will see you again on the first. Look for me.

DIAMOND BILL.

STERLING-MILLS BILL ENDORSED

Representatives of a number of trade organizations appeared during January before the House Judiciary Committee to urge the passage of the Sterling-Mills bill, which would make valid and enforceable written provisions or agreements for the arbitration of disputes arising out of contracts, maritime transactions, or foreign and interstate commerce. This measure is supported by associations in practically every industry.

The main intention of the measure is to eliminate friction, delay and waste, and maintain and establish business amity and reduce the price of commodities to the consumer. This last is to be accomplished on the theory that a merchant in figuring his costs adds to his price a certain amount, representing the risk of rejection, claims, fault-finding, etc., even including litigation. If inexpensive but dependable arbitration were possible, instead of costly time-consuming, troublesome litigation it was asserted at the hearings, the risk would be correspondingly smaller and the price made to conform therewith.

SCHULTE PLAN ENDORSED

At the special meeting of the stockholders of the Schulte Corporation held Saturday, January 12, the proposal to increase the authorized preferred stock of the Schulte Retail Stores Corporation from $5,000,000 to $15,000,000 was approved.

WOMEN MAY SMOKE ON CANADIAN PACIFIC

The Canadian Pacific Railway will allow smoking in the observation cars on their transcontinental trains, according to an announcement by the officials of that company. This ruling applies to women as well as men and both sexes may now enjoy their after-dinner smoke and feel that no rules are being broken.

"-------One result of the high prices of raw materials, as I see it, will be an era of SHORT FILLED DIME CIGARS----"

D. Emil Klein
in "The Tobacco Leaf"

Our exhibit at the Second International Tobacco Show in spaces 65 and 73 will show far seeing manufacturers the way to produce *Quality* Short Filler ten cent [and five cent too] cigars at a *profit.*

A complete factory will be in operation—every phase of short filler manufacturing methods will be demonstrated. Don't fail to visit *"The Durex Sanitary Cigar Factory"* and see for yourself how you can make more money in 1924 with the Durex method.

AT THE TOBACCO SHOW LOOK
FOR THE BIG RED FACTORY

THE MILLER DuBRUL & PETERS MFG. CO.
Cincinnati :: :: :: :: Ohio
Manufacturers "Durex" Cigar Moulds, Cigar and Cigarette Machinery, Cigar Factory Equipment

A NATIONALLY ADVERTISED PRODUCT

A Pocket-size Cigarette Factory
"ROLL YOUR OWN"
a *perfectly made* Cigarette in a jiffy
HANDSOME TOBACCO POUCH AND CIGARETTE MAKER ALL IN ONE

Here's how you make 'em; Pull out the metal tube with pouch suspended; Roll the cigarette paper around it, seal it, and close the end. With the left hand holding the pouch, upside down, gently work the metal tube in and out of the pouch. (Note Picture.) The little plunger concealed in the tube automatically packs the tobacco tight enough for firmness—loose enough for a perfect draw.

WANTED ESTABLISHED DISTRIBUTORS JOBBERS AND DEALERS

YOU, WHO ROLL YOUR OWN—think of it! here's the means of making them easier, quicker and better than was ever possible before. You can roll them walking, motoring or standing in a Kansas cyclone, with never the loss of a grain of tobacco. Try your favorite short cut tobacco.

The DUAL Cigarette Maker and Tobacco Pouch

You Can Order Direct By Mail, Until National Distribution Is Secured

RETAIL PRICE $1.00

Master Tobacco Pouch Company
108 So. 13th St., Philadelphia, Pa., U. S. A

Protected by U. S. and Foreign Patents

The above advertisement appears in January 26th, 1924 issue of COLLIER'S WEEKLY, with over 1,000,000 Circulation.

SEE US AT THE TOBACCO SHOW
January 28th to February 2nd, at 71st Regiment Armory, Park Avenue and 34th Street, New York, or write for terms.

Annual Tobacco Industries Banquet and Ball

under the auspices of the

National Board of Tobacco Salesmen's Associations

Friday Evening, February 1st, 1924

At Seven-thirty O'clock

HOTEL McALPIN
Thirty-fourth Street and Broadway

Tickets Six Dollars per Person
Twelve Dollars per Couple

Ladies Will Be Present

Please mail reservation and check to Albert Freeman, Treasurer, 123 Liberty Street, New York City.

TOBACCO SHOW NOTES

The Tobacco Industries Exposition will be a very lusty two-year-old when it opens January 28, continuing to February 2d, at the Seventy-first Regiment Armory, as part of a big program in New York for the National Tobacco Week.

The stimulant to the business of every branch of the tobacco industry that the exposition provides is supplemented by the additional stimulant provided in the National Tobacco Week movement, which originated with the Tobacco Exposition management.

The success of the exposition is already assured and those who saw the first show, held last year, will have a most agreeable surprise in store for them in the conclusive proof of the development, improvement and decided enlargement of the exposition.

This week in New York there is being presented another annual example of what an exposition or show can do to stimulate and develop an industry—in the Automobile Show and while the annual Tobacco Show may not be as large as the Automobile Show has developed, it can be made to inject more enterprise, exploitation and development to the tobacco industry than will ever be possible without an exposition or show, providing the many angles of newspaper and public appeal that an industrial exposition does provide when its trade "get together" and "put it over" in an enthusiastic, harmoniously working body.

Hundreds of thousands of dollars of free newspaper publicity is provided automobile manufacturers, among many other important contributions to the industry and its representatives by the holding of this annual show.

With the opening of the year's Tobacco Show but a couple of weeks off, more than three-quarters of the huge floor space of the Seventy-first Regiment Armory at Thirty-fourth Street and Park Avenue, has been reserved by progressive tobacco firms and the manufacturers and jobbers of novelties and other allied products.

In addition to the National Board of Tobacco Salesmen's Associations which has its annual convention and banquet in conjunction with the Tobacco Exposition, the Philippine Government exhibit will be supplemented with a special banquet and native festival and the Porto Rico Government exhibit and the Connecticut Valley growers promises surprises in addition to their exhibits. York County, Pennsylvania, and the Havana tobacco interests and other leading growers' associations are in negotiation with the show management for exhibition space.

Further endorsement of the exposition is provided by the Florida and Georgia Tobacco Growers' Association who state many of their members visited the last year's exposition and stated it would be highly advantageous for Florida tobaccos to be represented; the Dark Tobacco Growers' Cooperative Association heartily endorses the exposition, believing the exposition to be of great benefit to the industry in general; the Cigar and Tobacco Dealers' Association of Minneapolis unanimously endorsed the exposition in a regular meeting of the association; the Burley Tobacco Growers' Association state, "Exhibits of this kind are very beneficial to the trade and we very freely give it our full endorsement."

The Carrier Engineering Company, manufacturers of weather, are among the latest exhibitors in the machinery division of the Tobacco Exposition; demonstrating their system of air conditioning for tobacco plants.

GROWING TOBACCO FOR OUR CIGARS IN CUBA

By Alvin Fox, B. Sc.-Ph'd., Agric. Botanist.

The Pinar del Rio province produces the finest tobacco in the world. It is somewhat darker than that from Habana province and is not so smooth in texture, but for taste and aroma it has no rival. Again, tobacco from Habana province (Partido) is usually light in color, not particularly aromatic, and while very good burning, must be combined with tobacco grown from the province of Pinar del Rio (Vuelta Abajo) to make an acceptable smoke.

Tobacco produces but one crop a year. Late in the summer the grower prepares his field for fall planting. He makes a seed bed in virgin soil, carefully pulverizing the ground, burning the twigs, etc., on it to prevent weeds. The seeds are spread in three plantings, usually about three days apart, so as to make sure of the proper number of young plants.

After the seedlings are about six inches high they are transplanted to the tobacco fields and are set out about one pace apart. They are carefully taken care of and the field is cultivated so as to keep it entirely free from weeds.

The plants usually are transplanted between the period of October 1 to 15, and mature in approximately ninety days, that is, from the tenth to the thirteenth of January. When mature, the wrapper leaves are cut from the stalk and conveyed to field drying houses, which are simply barns covered with a roof or thatch of straw and palm bark. Here the leaves are strung by passing a needle and thread through the heavy part of the stem. This process makes the leaf naturally dry and light in color. The leaves are strung across the rafters of the drying house by attaching the threads to poles and they are left in this position for from two to six weeks, and sometimes longer, depending on weather conditions.

After the tobacco is properly cured by this natural process of drying it is put up in pads which are commonly known as "Matulos" and is sold by the grower at so much per matulo, provided the grower does not make his own packing. There are approximately 400 wrapper leaves in a matulo; the filler count runs larger.

The matulos are then transported to the field packing houses, where actual packing operations begin about May first. In the meantime the matulos have been placed in big piles and the tobacco has gone through a very heavy sweat. Proper sweating is absolutely essential during this period.

In the field packing houses are skilled selectors, who sort and grade the tobacco according to its size, texture, quality, etc. It is then counted into "Hands" of from thirty-five to seventy-five leaves, depending on the grade. Four of these hands are then tied together and become a "Manojo" and eighty manojos make a standard bale. The bale is then wrapped in the bark of palm trees and in due time is forwarded to the storage warehouses.

F. H. BELTZ IMPORTS HAVANA DIRECT

F. H. Beltz, of Schwenksville, Pa., announces that he has just purchased a quantity of fine Havana tobacco to be used in the manufacture of his cigars, and will import same direct.

After all nothing satisfies like a good cigar

A Year Hence

your inventory will have been completed. What will your books show for 1924? Will some of your cigars have cost you more to make than you can sell them for? Do you know what other manufacturers are doing in like cases?

They are using Porto Rican tobacco—an imported, tropical leaf. It pays no duty, and consequently is cheaper in price.

Grown in the mountains, it combines the quality of lowland tropical tobacco with a certain finer quality due to higher altitudes.

Porto Rican leaf is not a substitute; nor is it a subterfuge. It has individual merit.

Proof? In 1922, the United States imported 26,000,000 pounds. How many cigars does that represent?

LOOK FOR THE GUARANTEE STAMPS

Government of Porto Rico

Tobacco Guarantee Agency

136 Water Street
New York City

J. F. Vazquez
Agent

Telephone
John 1379

THE chief consideration of the cigar smoker is quality and value. The remarkable demand for Bayuk Products proves it. The man that sells them knows.

BAYUK CIGARS, INC.

Originators of the
BAYUK INIMITABLE BLEND and
BAYUK INCOMPARABLE BRANDS
PHILADELPHIA

New York, 119 Lafayette Street Phone Franklin 3166

TADEMA HAVANA CIGARS

Argüelles, Lopez & Bro.
MAKERS

General Office and Factory, TAMPA, FLA.
Eastern Office
222 Pearl St.
New York
Warehouse
Havana
Cuba

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

Business Building

(*Continued from Page 11*)

change him into an improved man. But, you say, whiningly, "it can't be done." Bosh! It can. It's easy. Just read this department—with care, with earnestness, with sympathy—and it will slowly dawn on you how it can be accomplished.

A store in another line experimented on the human interest of various kinds of window displays. It deals in scientific instruments, as surveyors' instruments, artists' utensils, and such.

In its window was a miniature of our solar system, the sun and its seven planets, made to proper proportions; this in addition to the usual assortment of goods. A check-up was made for a week of the number of persons who looked in the window. Then a contrivance was rigged up by which the planets revolved around the sun, and a check-up taken of the number of people stopping to see.

The number was almost doubled.

Even when the man was working in the window to get the arrangement working, the number of people stopping to look was greatly increased.

A deduction was drawn from this which is a valuable pointer to a retailer in any business, including the cigar business. That is, there are two things which greatly add to the interest of a display window: One is life, whether it be a live man, woman, or some other living creature; the other is that motion almost doubled the interest.

If you want to attract interest, put in your window a turtle, a rabbit, a chicken, a squirrel. Put a simple placard that this is a pure-blooded king turtle, that it is a delicacy and lays its eggs in the sand. Also put placards about your goods. This cheap and simple device will draw the attention of people most amazingly.

TAMPA ASSOCIATION SLOGAN

The following greeting card received from the secretary of the Tampa Cigar Manufacturers' Association announces their slogan:

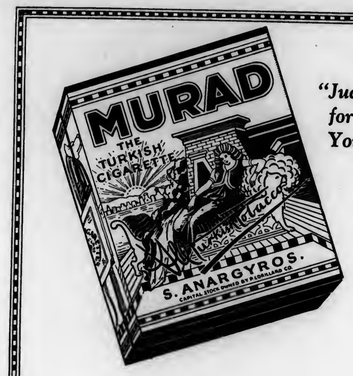
"The Secretary of the Cigar Manufacturers' Association wishes you all Health, Peace and Prosperity for the New Year, and herewith presents to you with his compliments the following home-made slogan: 'The Best Thing Under the Stars Is to Smoke Tampa Cigars.'"

MRS. SHERMAN P. COE PASSES AWAY

Julia A. Coe, wife of Sherman P. Coe, of the well-known firm of Faber, Coe & Gregg, New York City, importers and distributors of cigars, passed away at her home in Bronxville, last week. Mrs. Coe had been ill for some time.

DUYS SAILS FOR HAVANA

John H. Duys, of H. Duys & Company, leaf tobacco importers of New York City, sailed for Havana, Cuba, last week to inspect his company's holdings there and also size up the situation. He is expected to return in about two weeks.



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

GIRARD

They Sell — They Repeat

ROIG & LANGSDORF
INCORPORATED
PHILADELPHIA, PA.
ESTABLISHED 52 YEARS

GIRARD CIGARS

"You Never Find Half a Girard in the Ash Tray"

W. D. C. ENTERTAINS SALESMEN

LARGE PIPE COMPANY'S REPRESENTATIVES MEET FOR BUSINESS AND PLEASURE

The annual convention of the salesmen of Wm. Demuth & Company was held in the company's executive offices at Richmond Hill, L. I., December 27-28-29.

A most welcome and inspiring conclusion to the business of the convention was given by the firm, who acted as hosts to the men at a dinner at Cafe Beaux Arts, followed by a theatre party at the Selwyn Theatre where the delightful comedy, "Battling Butler," was thoroughly enjoyed.

Before the final adjournment the following telegram was despatched to Mr. Abraham Dallman, the well-known Pacific Coast representative of Wm. Demuth & Company.

"You were missed by all of us at the convention. We had hoped to congratulate you personally upon your rounding out twenty-five years of loyal and effective service to the house. May the New Year bring you much joy and may your success and prosperity continue for many years.

YOUR ASSOCIATES ON THE SALES FORCE."

At the conferences events of the past year were reviewed in order to give the proper perspective for next year's activities. Conditions in the industry were reported to be most favorable in every section of the country. That the pipe business is on the "up" grade is evidenced by the increasing popularity of high-grade brands. Not only is the American smoker preferring the pipe to other forms of smoking, but he is more and more leaning toward the better quality pipes. The firm's sales of "Demuth Bruyere," "Milano," "Seville," etc., far exceed the most liberal expectations of last year's meeting.

A proportionate increase for 1924 is not only expected but practically assured by the placements already procured on these lines, and facilities for increased production and improved shipping service have been provided.

One of the most interesting features of the conferences was the presentation to the men of the extensive advertising campaign which the firm has planned for 1924. This discourse was given by Mr. Tinseman, president of the Federal Advertising Agency. The campaign is built around the "Milano" pipe and contains some very unusual and striking features which will beyond a doubt prove a most pleasant surprise to the trade. This advertising will make selling "Milano" pipes easier than ever for the retail dealer.

During the convention the salesmen were made familiar with the line which the firm has provided for the coming year. The standard lines, such as "Milano," "Demuth Bruyere," "Turin," "Seville," "Marlboro," "Morocco," "Brighton," "Duro-bit," "Bakelite," "Wellington," etc., will, of course, be ready for the trade again, with the additions of a few new shapes here and there. As the quality of these lines in their respective price ranges could not be improved, the packages and assortments in many instances have been made more attractive. This is particularly true of the assortments of fifty-cent, seventy-five-cent and $1 pipes on cards. The cards this year are printed in four colors with catchy and appropriate illustrated captions.

The Demuth salesmen on their first trip over their territories will introduce to the trade several attractive new lines which are sure to be winners.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HANDITIN:—43,600. For cigars, cigarettes and tobacco. December 26, 1923. Max Schwarz, New York, N. Y.

EL TO-LERIA:—43,601. For cigars, cigarettes and tobacco. October 31, 1923. El Barto Cigar Factory, Newt. C. Toler, owner, Metropolis, Ill.

HILIAN:—43,602. For cigars. November 13, 1923. C. H. Hilbert & Co., New York, N. Y.

MEN'S APPAREL CLUB:—43,603. For all tobacco products. December 31, 1923. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

GUSTAVE EIFFEL:—43,604. For all tobacco products. January 3, 1924. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y.

CARDINAL NICOLO MARINO:—43,605. For all tobacco products. January 3, 1924. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y.

CARDINAL GIUSEPPE PRISCO:—43,606. For all tobacco products. January 3, 1924. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y.

PAUL J. RAINEY:—43,607. For all tobacco products. January 3, 1924. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y.

DR. JAMES RHODES:—43,608. For all tobacco products. January 3, 1924. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y.

HAPPY MacKEEN:—43,610. For cigars and stogies. December 5, 1923. C. E. Acton, Belmont, Ohio.

LUX-RITE:—43,611. For all tobacco products. November 24, 1923. American Litho. Co., New York, N. Y.

COLLEGETTES:—43,612. For cigars, cigarettes and tobacco. November 27, 1923. Rosenthal Bros., Scranton, Pa.

FROG HAIR:—43,613. For smoking and chewing tobacco and twist. December 18, 1923. A. J. Brodie, Owensboro, Ky.

BEES NEES:—43,614. For smoking and chewing tobacco and twist. December 18, 1923. A. J. Brodie, Owensboro, Ky.

CORN SILK:—43,615. For smoking and chewing tobacco and twist. December 18, 1923. A. J. Brodie, Owensboro, Ky.

STONE MOUNTAIN:—43,616. For cigars, cigarettes and tobacco. January 2, 1924. The Kaltreider Cigar Co., Red Lion, Pa.

SOUTHERN MEMORIAL:—43,617. For cigars, cigarettes and tobacco. January 2, 1924. The Kaltreider Cigar Co., Red Lion, Pa.

1924 BROADLEAF SPECIAL:—43,618. For cigars. January 4, 1924. Joseph Silver, Syracuse, N. Y.

TRANSFERS

THE ORIGINAL APOLLO:—22,110 (Patent Office). For cigars. Registered September 14, 1920, by Peter Kordick Co., Chicago, Ill. Transferred to the Cole Litho. & Printing Co., Chicago, Ill., and re-transferred to D. C. Kaltreider & Sons, Red Lion, Pa., December 20, 1923.

MI AVANA:—20,345 (Tobacco World). For cigars, cigarettes and tobacco. Registered June 11, 1910, by Hilbronner & Jacobs, Philadelphia, Pa. Transferred to Henry M. Kreh, Philadelphia, Pa., October 18, 1921, and re-transferred to Louis Rosenfelt, Philadelphia, Pa., January 2, 1924.

CADETSHIP:—20,793 (Trade-Mark Record). For cigars. Registered April 6, 1899, by L. Levy & Son, New York City. Transferred to Geo. Schlegel, Inc., New York, N. Y., and re-transferred to W. W. Stewart & Sons, Reading, Pa., December 6, 1923.

MARLENA:—38,542 (United Registration Bureau). For cigars, cigarettes, cheroots and tobacco. Registered January 12, 1914, by the American Litho. Co., New York, N. Y. Transferred to Ramon, Rey & Co., Tampa, Fla., and re-transferred to Abelardo Menendez, Tampa, Fla.

TAMPA SEAL:—28,096 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered August 15, 1904, by the American Litho. Co., New York, N. Y. Through mesne transfers acquired by Ray B. Cralle, Tampa, Fla., and re-transferred to Abelardo Menendez, Tampa, Fla.

WHO KNOWS

the name of the manufacturer of the "Flor de Juan Lopez" cigar?

FAIR TRADE LEAGUE GETS MANY ANONYMOUS COMPLAINTS

New York.

Recent announcement of the war declared by the American Fair Trade League against misleading advertisements and misbranding has brought to the League's headquarters here much voluntary evidence regarding alleged business frauds. In a statement today expressing appreciation of this co-operation, Edmond A. Whittier, secretary-treasurer of the League, asked that all such communications bear the name and address of the sender and a recital of facts indicating the evil results of the practice complained of. In some cases correspondents have merely forwarded copies of advertisements bearing a penciled note such as—"This is not true." Mr. Whittier said that the demands upon his organization have grown to a degree which necessitates the ruling that no cognizance be taken of anonymous letters.

The recent increase in the volume of complaints, Mr. Whittier attributes especially to the attention attracted by the League's organized effort to stop the misuse of the word "Havana" in the advertising of cigars. Greatest progress in this line, according to Mr. Whittier, has been made through co-operation of manufacturers and wholesalers, who in almost every case have discontinued the application of the term "Havana" to cigars containing any other brand of tobacco, when their attention was called to the misstatement.

"The fact that certain practices long prevalent are regarded by many as legitimate trade customs," said Mr. Whittier, "is no excuse for their continuance. Misleading advertising and similar unfair trade practices will stop when the general public shows its resentment of such deception by refusing to patronize firms responsible for these deceptions It should be said, however, that in many cases the deception is not a wilful one and that the majority of advertisers quickly reform as soon as the deception or fraud is pointed out."

GEORGIA TAX LAW ATTACKED AND TEMPORARY RESTRAINING ORDER SECURED

In accordance with our previous advice, a suit attacking the constitutionality of the Georgia Tax Law levying a 10 per cent. tax on cigars and cigarettes, which was to become effective on January 1st, has been filed, and a temporary order restraining the collection of the tax has been secured.

We are advised by eminent counsel that this tax law is unconstitutional in several respects, and there is every reason to hope that it will be so held by the courts and that the statute will accordingly be nullified.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

RECEIVERS APPOINTED FOR BAILEY BROTHERS

A voluntary petition in bankruptcy was filed by Bailey Brothers, tobacco and cigarette manufacturers, in the United States District Court in Greensboro, N. C., December 15, 1923, according to information received by us a short time ago. M. S. Lyon, of Winston-Salem, and Frank H. Henderson, of Hickory, have been appointed receivers.

The Bailey Brothers Company have manufactured smoking and chewing tobaccos for a number of years and placed the "Carolina Royal" cigarette on the market about a year ago.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOIGE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

IRREGULAR PAGINATION

Staple Manila Cigars

Jobbers and Dealers Who Handle Staple Manila Brands Are Making Money.

There is a growing demand in the United States for mild, sweet, free-burning Manilas which sell at retail from 5 to 25 cents.

There are a lot of smokers who like Good Manilas.

There are Millions more who may be attracted to the right Manila Cigar at the right price.

ARE YOU WINNING YOUR SHARE OF THIS GROWING TRADE?

List of Manila Factories and Importers on application.

THE MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - - NEW YORK CITY

86.89 T558

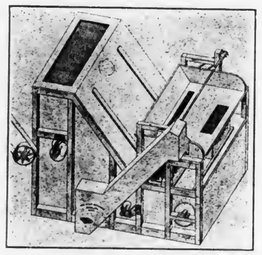
FEBRUARY 1, 1924

LIBRARY RECEIVED FEB 11 1924 U.S. Department of Agriculture

VOLUME 44 No. 3

THE TOBACCO WORLD

JOHN H. BAKER SCRAP CUTTER AND SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

WOODEN BOXES are better

Because They Give Better Printing Display

There is no comparison between Wooden Cigar Boxes and substitutes when it comes to beauty of printing and lithography. You can do almost anything with wood, while the possible treatments of substitute packages are limited.

and for these 5 other reasons:

1. IDEAL DISPLAY: Compact, varied and eye-catching window and counter displays are most easily gotten with Wooden Cigar Boxes. With a little imagination you can show all kinds of effects and combinations with Wooden Cigar Boxes. Wooden Cigar Boxes do not have to be juggled for striking displays; they only need to be arranged.
2. CONVENIENT: Practically all cigar store windows and show cases are particularly designed for the showing of Wooden Cigar Boxes. They permit the use of all the space. No space wasted. No time lost.
3. PERFECT AGING: Cigars age normally in wood, retaining their natural aroma from factory to smoker.
4. SATISFACTORY SELECTION: A smoker likes to see the whole length of a cigar in the box. He wants to compare the size, shape and color of the various brands and types you show him. Another point where a Wooden Cigar Box always wins the approval of the smoker.
5. NATURALNESS: Cigars are a vegetable product and belong in Wooden Cigar Boxes. Cigars from Wooden Boxes please the smoker most because the wood adds a mellowness and richness to the qualities with which the cigar has already been endowed by Nature.

Ask the manufacturer of Quality Cigars why he uses Wooden Boxes. He has learned they have no substitute.

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

Best When Packed After all nothing satisfies like a good cigar *in Wooden Boxes*

MELACHRINO cigarettes are made from the choicest and most carefully selected Turkish tobaccos grown, and because of their superb and unchanging quality, they have had no rival for forty-three years.

ORIGINAL

MELACHRINO

"The One Cigarette Sold the World Over"

SHEIP & VANDEGRIFT

INCORPORATED

NELSON M. VANDEGRIFT, President

CIGAR BOXES

QUALITY AND SERVICE

812-832 N. Lawrence St. Philadelphia, Pa

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

PRINCE HAMLET

The Smoke of Peace

BAYUK CIGARS, INC.

PHILADELPHIA, PA.

New York, 119 Lafayette Street

Phone Franklin 3166

MAKERS OF:

Philadelphia Hand Made
Havana Ribbon
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

Mild!

After all nothing satisfies like a good cigar

The new
LA TOSELLA
BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BORROW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WISCONSIN TOBACCO FOR SALE.—Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Co., Wis. L. G. Anderson, 2127 Iowa St., Chicago, Ill.

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 44 FEBRUARY 1, 1924 No. 3

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Now 12¢

Just two things have made it possible for us to give this 20% reduction on Tuxedo:

1. **A reduction in the cost of Kentucky Burley tobacco and in package materials, as well.**
2. **The consolidation of three of our big plants into one. (Mr. Ford may not be in the tobacco business but he is right about consolidation.)**

This gives us a chance to pass an advantage along to all our friends; to share a good thing.

You know that it is the desire and policy of The American Tobacco Co. to extend to its customers the maximum of service.

Reducing the price of a great favorite like Tuxedo—the moment it's possible—is our idea of delivering this service.

So now your customers are getting the familiar tin of Tuxedo tobacco at 12 cents instead of 15 cents.

Guaranteed by
The American Tobacco Co.
INCORPORATED

20% PRICE REDUCTION

THE
SYLVANIA

Philadelphia's newest and most beautifully furnished hotel has been equipped throughout by the house of John Wanamaker. The same principle in business which has made Wanamaker's so reliable will become the standard of service at the Sylvania.

J. C. Bonner the Managing Director has been for many years associated with the management of Ritz Hotels.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

LET US HELP YOU
ELIMINATE THE TOBACCO BUG
By treating your tobacco with the exterminator
BY THE SHUEY PROCESS OF STERILIZATION
The only known preparation on the market that will give you permanent relief from future infections

Tested Approved and Adopted by Leading Growers, Packers and Manufacturers

USE OUR SATISFACTION TO DEALER Tobacco Herein Contained Treated by SHUEY'S Process of Sterilization BENEFICIAL TO CONSUMER STAMP PURITY

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself
SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OHIO

Volume 44

THE TOBACCO WORLD

Number 3

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, FEBRUARY 1, 1924 Foreign $3.50

EDITORIAL COMMENT

THE Tobacco Show which opened in New York on Monday surpasses in every way the efforts of last year's exhibition. The Seventy-first Regiment Armory provides a more convenient location and the exhibits fill practically the entire space.

The exhibits are more elaborate and show the results of careful thought in planning them. Another feature favorable to the success of the exposition is the fact that the majority of the exhibits were completed when the show opened on Monday afternoon.

While it is too early to predict the outcome of this year's show, indications point to its being a greater success than the one held last year. There has been more display advertising to the public and the New York newspapers are supporting it with liberal space in the editorial columns.

The verdict of the exhibitors will be awaited with great interest, and if it is favorable it will establish the exposition as an annual event in the industry.

DESPITE the fact that price-cutting is not a profitable business, the men who indulge in it seldom seem to be without sources of supply and in some way or other obtain a surprising line of credit. One price-cutter in the cigar and tobacco business can injure the trade of a dozen legitimate merchants, and destroy as many outlets for cigar brands. Eventually the jobber or manufacturer has to find new outlets. Meanwhile there is a lost brand prestige to recover and the expense of recovering it.

It would seem to us that any salesman, jobber or manufacturer doing business with a merchant selling goods below cost would immediately realize the credit risk.

Not so long ago a manufacturer was piling up indebtedness slowly but surely. Yet he was doing an increasing business but could not seem to make headway. His bills started running thirty days, sixty, ninety and then one hundred and twenty days.

The larger creditors stepped in for a visit. The assets were more than ample but to force their sale would wipe out the manufacturer's accumulation of a lifetime.

The creditors talked very plain language. They believed that in the competition to do business the manufacturer had failed to watch his costs. A detailed examination was made. It was found that the largest account which took 80 per cent. of the factory production was buying at a price which showed a loss in that account of nearly $28,000 in ten months.

There was some quick finacing, a heart-to-heart talk with the big customer, the opening of some new jobbing accounts, and now the manufacturer is discounting his bills. He wrote off a big part of the loss, and it may be several years before he gets it back, but he has conserved his assets and is at least doing business at a profit today.

The creditors of this manufacturer knew that with his volume of business he should be making a profit if he were getting the right price. When his bills began to run up they got busy and not only saved their customer but saved themselves worry and loss.

We have always felt that a cigar salesman ought to be something more than a solicitor of orders and a bill collector. He ought to be at the same time a counsellor, watching his employer's interests as well as those of the customer. He may make fewer calls in a day but his merchandise will stay sold and his customers will pay their bills more satisfactorily.

Some of the larger manufacturers have recognized the value of giving a service with their brands. Their men are not permitted to stock up the dealer, and as a result they have a steady flow of orders going out and a steady flow of checks coming in.

In this day of keen competition and small profits it behooves each and every one of us to lend every assistance in conserving our customers' profits, as well as conserving our own at the same time.

Price-cutting is not healthy for any industry, and the best merchants in any line of endeavor know it and keep as far away as possible from that class of trade.

PHILADELPHIA.

DUSEL, GOODLOE & COMPANY WILL HANDLE LOUDON CASE

The famous Loudon Cigar Case, manufactured in Grand Rapids, Mich., where only good furniture is made, will be sold through Dusel, Goodloe & Company, cigar jobbers, of North Seventh Street, this city. This wonderful case permits of excellent and uniform display of all boxes of cigars on sale, regardless of the size of the box, and the customer is allowed to make his choice direct from the box without the necessity of the clerk behind the counter handling the box. This case is made in several different sizes and in light and dark oak, and mahogany finishes. Dusel, Goodloe & Company expect to have this case on display in their show rooms in about a week.

"MARSHALL FIELD" CONTINUES TO FORGE AHEAD

Howard F. Pent, president of the Coraza Cigar Company, manufacturers of the "Marshall Field" cigar is very optimistic over the outlook for 1924 for his cigar. He reports a splendid showing was made last year on this brand in spite of the fact that it has been on the market only a short time. William A. Vorhauer and his son, of William A. Vorhauer & Company, of Chicago, Ill., were here for a few days conferring with Mr. Pent, and a strong advertising campaign will be put on in that territory, which will materially assist the distribution in that section.

SONDHEIM RESIGNS FROM CRESSMAN'S

Max Sondheim, second vice-president and leaf tobacco buyer for the well-known firm of Allen R. Cressman's Sons, manufacturers of the well-known "Counsellor" and "Manuel" cigars, has resigned from that firm and will retire from the cigar business.

Mr. Sondheim has been associated in the tobacco industry for the past forty-five years and has been with the Cressman concern for the past fourteen years. His reason for retiring is on account of his health, which he states, while not seriously impaired, justifies his retirement at this time. Mr. Sondheim expects to make an extensive tour of the country this year, and his many friends feel that after he has had a good rest he will return and again become associated with the industry. His many friends in the industry express their best wishes for a speedy recovery.

McCUSKER LEAVES ROIG & LANGSDORF

Bob McCusker who has been sales representative for Roig & Langsdorf, Incorporated, in Indiana and Illinois, has severed his connections with that firm and his territory will be taken over by J. H. Bradley, who has represented Roig & Langsdorf in the Southern States for a number of years. William G. Mosley will take over Mr. Bradley's territory in the South.

S. C. Orr has joined the force of the Langsdorf factory and will sell "Girards" through western Pennsylvania.

WERTHEIM VISITS PHILADELPHIA

Joseph B. Wertheim, vice-president of the Webster Cigar Company, of Detroit, was a recent visitor in Philadelphia, where he conferred with the "Webster" distributors, Dusel, Goodloe & Company, of North Seventh Street. Mr. Wertheim stated that the holiday orders for "Webster" were so great that only 35 per cent. of them could be filled in time for the holiday business, and that the factory was forced to resume operations immediately after the New Year in order to satisfy the increasing demand.

WOODEN BOX BOOSTERS' ADVERTISING ON SIGN BOARDS IN NEW YORK

Considerable favorable comment has been passed by the cigar industry on the handsome electrical sign of the Wooden Cigar Box Boosters' Club, which has been erected at the northwest corner of Thirty-fourth Street and Seventh Avenue, New York City. The sign carries the slogan of the club, "The Best Cigars Are Packed in Wooden Boxes," and in connection with it is also displayed the design and slogan of the cigar industry, "After All Nothing Satisfies Like a Good Cigar."

KREIDER OPENS NEW STORE

A new store has been opened on Juniper Street, just opposite the City Hall, to be known as the Juniper Cigar Company. It is understood this store is owned and operated by William Kreider, who was formerly associated with the "44" cigar and later was foreman in the "Madam Butterfly" factory.

BECK & LEVI TAKE OVER METROPOLITAN

Joseph H. Beck, who has manufactured cigars in Philadelphia for many years, and Jerome B. Levi, have acquired the factory and offices of the Metropolitan Cigar Company, at 29 Bank Street, this city and will manufacture the "Edmund Halley" and "La Situation" cigar there in the future.

IN RE GEORGIA STAMP TAX LAW

The following bulletin has been mailed to its various members by the Tobacco Merchants Association in regards to the Georgia Tax Law:

In the suit brought to test the constitutionality of the 10 per cent. tax law on cigars and cigarettes, the application for a preliminary injunction to restrain the state officers from collecting the tax pending the final determination of the suit has been denied by the Court.

The Court has, however, at the same time granted a supersedeas which amounts to a continuation of the restraining order heretofore granted, subject to certain conditions and modifications which may be summarized as follows:

(a) That pending the final determination of this suit, dealers shall be required to purchase and attach the necessary tax stamps in accordance with the statute; but that the funds received for such stamps shall be held by Revenue Commissioner John M. Vandiver as custodian who must deposit same in a designated bank as a specific fund to be held subject to the orders of the Court and not to be delivered to the state without an order of the Court, upon the final adjudication of the case.

(b) That the complainants in this case, as well as such other cigar and cigarette dealers as may intervene in this action, may secure such tax stamps from the State Commissioner of Revenue without paying therefor, by giving a surety bond, to be approved by the Court, conditioned for the payment of the face value of such tax stamps in the event of a final adjudication of their liability for such tax.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

BUSHELL JOINS S. M. FRANK & COMPANY

William P. Bushell, recently vice-president of the El Predomino Cigar Company, of this city, has joined the sales force of the S. M. Frank & Company, pipe manufacturers, as service manager. Mr. Bushell is at present on a trip through Pennsylvania and has many friends in the trade through his service as a cigar salesman.

PERCIVAL R. LOWE, JR., JOINS THE RANKS

Percival R. Lowe, Jr., who is associated with his father in the leaf tobacco business, at 155 Water Street, New York City, was recently married to Miss Marjorie Kalish, and is receiving the best wishes of his many friends in the trade.

GENERAL CIGAR COMPANY DIVIDEND

Directors of the General Cigar Company, Incorporated, have declared a quarterly dividend of $2 per share on the common stock, payable February 1st to stockholders of record January 23d.

NOVOTNY IN DIFFICULTY

A petition in bankruptcy has been filed against A. Novotny, Inc., cigar dealer at 1440 Broadway, New York City. Claims of $1575 were mentioned.

WILLIAM C. POPPER DIES

William C. Popper, of the lithographing firm of William C. Popper & Company, New York City, died on January 5th. He was sixty-six years of age.

JULIUS FECHT PASSES AWAY

Julius Fecht, well-known cigar manufacturer, and one of the best-known citizens of Ottumwa, Iowa, passed away in St. Joseph Hospital, that city, on Saturday, January 19th. The funeral was held on Monday, January 21st, at three o'clock, at the Elk's Club. Mr. Fecht was born in Germany in 1849, and came to this country at the age of fourteen years. In a short time he learned the art of cigarmaking and worked in several cities and finally settled in Ottumwa in 1880, where he soon became foreman of the factory of Benzberg and Cheadle. In 1884 he decided to start in business for himself and founded the business that is now known as the Julius Fecht Cigar Factory. In 1903, Mr. Fecht also entered the leaf importing business, bringing in Havana tobacco and in 1907 formed a partnership with Senor Armanda del Pino y Sandrino, of Cuba, for the growing and marketing of tobacco. This venture proved very successful. Mr. Fecht leaves an estate estimated at $170,000, and it was his desire that his business should be continued by the trustees of the estate as long as it proved profitable.

R. D. WEINRICH DIES SUDDENLY

R. D. Weinrich, district sales manager for Liggett & Myers Tobacco Company, was found dead in his automobile on the road just a few miles north of Newark, Ohio, on January 9th. He had just purchased the car the day before his death. A motorist who had noticed the car standing alongside the road for a considerable length of time, investigated and found Mr. Weinrich dead in the driver's seat. According to physicians, death was due to cerebral hemorrhage.

NEW OWNER FOR 718 MARKET STREET

The cigar store formerly owned and operated by J. Brown at 718 Market Street, has been sold to Louis Gray, who will operate this store in the future. Mr. Gray carries a fine line of all the standard brands of cigars and also has several good side lines on display.

JOHN H. DUYS RETURNS

John H. Duys, of the well-known leaf tobacco importing firm of H. Duys & Company, has returned to New York after a vacation spent in the South. Mr. Duys was accompanied by his wife on the trip, which included visits in Havana, Key West and Palm Beach.

SCHEDULE OF HOLLAND INSCRIPTIONS

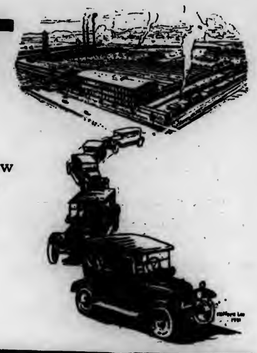
The spring inscriptions of Sumatra Tobacco in Amsterdam and Rotterdam are scheduled as follows: Amsterdam—March 14 to 21; April 4 to 11; May 9 to 16; June 6, and July 4 to 11. Rotterdam—May 2 and June 25.

Paul Brogan, president of the firm of Dusel, Goodloe & Company, cigar jobbers, was a visitor in New York Tuesday.

Sam Paley, of the Congress Cigar Company, was a recent visitor to the Water Street leaf market, where it is understood he picked up considerable leaf tobacco for "La Palina."

Leo Weiss, of Roig & Langsdorf, Incorporated, is on a trip through the Middle Western States in the interest of "Girards."

DETROIT



Dick Tobin's Son Passes Away—Annual Automobile Show Bigger and Better Than Ever—New Town Club to Be Biggest and Best in the Country—Wadsworth-Campbell Box Company Has Bad Fire—Tom Powell Joins Berriman Brothers—W. J. Seidenberg Visits Detroit

Detroit, Mich., January 25, 1924.

Richard Tobin, five years of age, son of Dick Tobin, of the Falk Tobacco Company, died Friday, January 25th, at his home, 700 Lemay Avenue, Detroit, Mich. The many friends extend to them their heartfelt sympathy in thier great loss and sorrow.

DETROIT'S twenty-third annual automobile show was formally opened on Saturday, January 19, at Convention Hall, on upper Woodward and Cass Avenues. The first night drew a record-breaking crowd, who came early and stayed late, each passing the verdict of its being the biggest and best and surpassing all previous Detroit auto shows. More than four hundred motor vehicles, trucks and motor boats were on display, and keen interest was shown in four-wheel brakes and balloon tires. It is claimed that Nineteen Twenty-four's contribution to the motor world is the most brilliant and complete array of cars that have ever been offered. Record-breaking production which prevailed last year enabled the manufacturers to put more in their cars at the same price, or to produce the same high grade of cars at a lower price; either way the motorist benefits. Predictions are that this year's production will exceed that of Nineteen Twenty-three by many thousands of cars.

The big surprise which has been heralded daily for the past few weeks by the Aviation Town and Country Club, was held on Tuesday, January 15, at the Town House, 1422 Washington Boulevard, with a banquet and dance, which proved to be a most auspicious occasion. The nature of the surprise to the club members and their guests was the announcement by the board of directors of a new town club of thirty-two stories, to be built at a cost of $2,000,000, by the Book Estate, at Washington Boulevard and Clifford Street. The club will have spacious lounges, dining-rooms, general and private banquet hall, recreation parlors, sixteen floors of sleeping rooms, baths, swimming pool, indoor golf course, exercise pavilion and children's club. The erection of this new building is not only one of the greatest civic advancements in the history of Detroit, but also affords the membership of the Aviation Town and Country Club, in connection with the beautiful eight hundred and twenty-three acre country estate, located in Oakland County, the privileges and advantages of the finest club building in the world. This clubhouse is to be built in architectural harmony with the magnificent Book Building, Book-Cadillac Hotel, Washington Boulevard Building, and other buildings erected by the Book Estate on Washington Boulevard, according to plans now completed by Louis Kamper, architect. Fred W. Warner, president of Aviation Club, in a statement issued Saturday, declared that he wants Detroiters to realize that the new aviation club building will mark a long stride forward in the development of family club life in the United States, and that the new club will be the first modern club in any large city in the country to make equal provision for men, women and children.

Charles Higgins, manager of the cigar department of Lee & Cady, Incorporated, has returned from a business trip to New York City and Philadelphia.

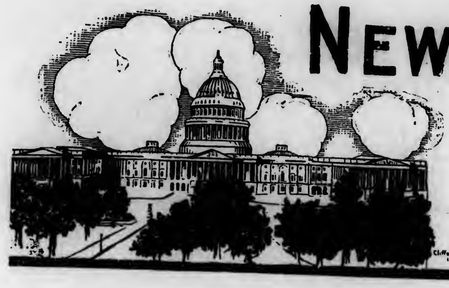
Frank Will, of the G. H. P. Cigar Company, manufacturers of the famous "El Producto" cigar, was a recent visitor to Detroit, where his company operates their own distributing plant. The local branch is under the management of Harry P. Stamm, who reports the "El Producto" brand as growing in popularity every day.

"Personality" cigars, were served at the banquet tended to Senator Hiram W. Johnson at the Detroit Union League Club, on Thursday, January 17.

Tom Powell, formerly manager of the cigar department of the Warden Grocery Company, Grand Rapids, Mich., has accepted a position with Berriman Brothers, Incorporated, Tampa, Fla., and will cover the States of Ohio, Michigan and Indiana. Our old friend Tom has had many years experience on the road and is a regular Knight of the Grip, we one and all extend to him our best wishes for success and hope that he will sell a million each of "Jose Vila," "Don Cosmo," "Val-Key-Ree" and "Sinceridad" cigars, in every state he makes.

Fire of unknown origin did damage estimated at between $50,000 and $75,000 to the box factory of the Wadsworth-Campbell Box Company, on Monroe Avenue, Monday night, January 14th. Owing to the hydrants being frozen in the immediate neighborhood, the fire gained considerable headway, and only the gallant work of the fire department saved the plant from entire destruction. The fire started in the boiler room, eating its way to the second floor, destroying many thousands of feet of splendid cedar, power plant planer, saws and many valuable machines. Complete new stock, materials and machinery is being rushed by special train, and Mr. Campbell states the plant will

(*Continued on Page 18*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

N. C. L. T. A. President Pleads for Lower Taxes on Tobacco

Washington, D. C.

INCREASED revenues would result from a lower tax rate on cigars, declared Joseph Mendelsohn, president of the National Cigar Leaf Tobacco Association, who appeared before the House Committee on Ways and Means on January 18 to urge that consideration be given the subject of tobacco in revising the revenue law.

Mr. Mendelsohn urged that a horizontal reduction be made in the cigar taxes, pointing out that the production of cigars in 1922 was lower than in 1901, in spite of the fact that the population of the United States during that period had increased more than 30 per cent. Production in 1922, he said, totaled 6,621,173,340, against 6,914,639,012 twenty-two years previous. During that same period, however, the production of cigarettes had increased from 2,728,000,000 in 1901, to 50,700,000,000 in 1922, and there was an additional increase of 13,000,000,000 in 1923, while the production of cigars practically remained the same as in 1922.

"After a careful study of this problem, and with an experience of many years in the industry and a close familiarity with the vicissitudes which have followed it, we do not hesitate to say that the chief reason for the failure of cigar production to show a normal increase in line with that of other branches of the tobacco industry, has been the burdensome taxation which was cheerfully borne during the war, but which we now submit should be lifted proportionately to the lightening of other burdens, to which your committee is now giving consideration," said Mr. Mendelsohn.

"In evidence of our contention with respect to the effect of war taxation, we beg to call your attention to the trend of cigar production since 1917. In that year and in the three years following when industry and consumption were under the influence of the war boom production averaged over 8,000,000,000 cigars per annum. In 1912, however, there was a decline of over 1,500,000,000; in 1922 there was a further loss of half a billion, while in 1923 production but little more than held its own.

"In seeking a cut in the war tax rate on cigars we are not asking that this industry shall be relieved of any part of the burden of supporting the Government which it should properly bear; we are asking merely that you will enable this industry to live and to make progress in line with the development of the country. Further, we do not hesitate to predict that a rational revision of the war taxes on cigars will in a short time, if not immediately, result in such an increase in production and consumption as will net the Government a larger revenue from this source than is now received.

"As the taste of cigar smokers demands the use of a certain proportion of imported tobacco for filler purposes in the majority of all cigars, it follows that any increase in production will not only yield additional internal revenue but also a substantial amount of customs duties, which are levied upon cigar leaf at relatively high rates.

"In addition such increased production will mean a greater demand upon the farmers for their leaf tobacco, the complete absorption of the labor supply and cessation of unemployment, and greater prosperity for the many thousands cigar manufacturers, many of whom today are making but a precarious living.

"This brings us to one of the most important and one of the most depressing facts our industry is facing. In 1900 when the annual production of cigars approximated 7,000,000,000, there were 27,674 factories in the United States. Today the total is a bare 12,000, a reduction of nearly 60 per cent. in approximately twenty years. We do not need to tell you that this means not only the failure of more than 15,000 small business concerns to eke out an existence, but also that it reflects a concentration in the industry which, if continued, will show a monopolistic tendency that Congress as the taxing power will be obliged to consider.

"The pre-war rate of tax on cigars was a flat $3.60 per thousand. Early in the war a graduated scale of taxation was adopted against which the industry protested not only because of the severity of the proposed increases, but also because we did not believe that the imposition of a graduated scale was the proper method of taxing cigars. The war project of cigar taxation as it stands today divides the product into five classes, as follows: Class A, $4; class B, $6; class C, $9; class D, $12, and class E, $15.

"The current average rate of taxation averages $7.20 per thousand, or an increase of exactly 100 per cent. over the pre-war rate. Is it not evident, therefore, that this enormous percentage increase applied to an industry at a time when for nearly twenty years it had made little or no progress was largely responsible for the declines since recorded?

"The tobacco industry today provides a larger revenue for the support of the Government than any other. Not only do the tobacco growers, the leaf dealers, the cigar manufacturers, and the tobacco products retailers pay their share of income and other taxes into the Federal Treasury, but customs and internal revenue taxes are assessed upon our products aggregating for the year 1923, over $350,000,000. Of this amount the taxation of cigars provides an internal revenue of

(*Continued on Page 16.*)

THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON

THE annual stockholders' meeting of the Penn Tobacco Company of Wilkes-Barre was held at their plant a few days ago, a large number of stockholders were present, a report of the business for the year was read by President Henry Weigand and a general discussion of affairs of the company followed. The following directors were elected: Henry Weigand, John H. Uhl, C. W. Laycock, F. C. Kirkendall, H. G. Marcy, George Drury and Mrs. Sara J. Uhl. The Penn Tobacco Company are large manufacturers of smoking and chewing tobaccos and the well-known "O. K." cigarette. They are one of the largest independent manufacturers in Pennsylvania.

The enterprise Cigar Company of New York is coming here with their high grade line of clear Havana cigars in about a dozen different styles and shapes. Their cigars are called "Gantemo" and have a wonderful label that is very attractive. This cigar looks like a winner and is being put over big.

A. J. Newman, who until recently was manager of the P. Lorillard Company's little cigar department, has resigned this position with the above concern and has taken over the sales managership for the full line of cigars for Bayuk Cigar Company, Incorporated, of Philadelphia. Lots of luck, A. J., with your new concern.

The second annual Tobacco Industries Exposition opens at the Seventy-first Regiment Armory, New York City, on the twenty-eighth of January, and continues for one whole week. This is a great proposition for all interested in tobaccos of all kinds and should be taken in good grace by all manufacturers. Wish we could be there, as we believe that we could learn a lot about tobacco that we don't know, and every one attending should leave this show with a better knowledge of tobacco than when he went, so Diamond Bill sez, go while the going is good, and boost as you never did before. Let's do.

Waitt & Bond's "Blackstone" is now being made in a new chubby size called "Midget" at five cents, and ought to go good, especially for the man who enjoys a small cigar, as it is only large enough for a few good puffs. This "Blackstone" cigar in all sizes is jobbed by the Star Tobacco Company, Wilkes-Barre.

The St. Claude Pipe Company of New York City is one more of the many new pipe and jobbing houses that are coming through this region. The St. Claude Pipe Company are importers as well as jobbers and are handling a big line of imported Weschel pipes, cigars, cigarette holders and novelties of all kinds. Come and come often.

Harry McKeown, special representative for the Clark & Snover Company, Scranton, Pa., is a very fine chap and always has a deal on for his company that is always a good one. The Clark & Snover Company have been making tobaccos for the past fifty years and are making eleven different kinds, for smoking and chewing. Harry has been with the Clark & Snover Company for the last five years and is now covering four counties. Harry sure has come along big for so short a time with a big house, but the old saying as it always goes, you can never keep a "good" man down, and this goes for Harry.

"Garcia Grande" cigars, manufactured by the Julius Klorfein Cigar Company, of New York, are now being handled by the Scranton Tobacco Company, Scranton, Pa., and are proving a big winner. The Scranton Tobacco Company is putting this cigar over big.

A few of the new cigar stores to be opened in this region are the ones of John Dooley, Main Street, Dupont, Pa.; Milton J. Leichtman, in the lobby of the Hazleton National Bank, and Joseph Surman, West Broad Street, Hazleton, Pa. Gentlemen, we wish you luck in the cigar game and we'll remember "Nothing satisfies like a good cigar."

Diamond Bill sez—We believe that a store should take care of its own interests, but that only can be done by taking care of your "customers," so that familiar faces may greet you from day to day and year to year and don't forget to say "Thank you."

I understand that the P. Lorillard Company is about to acquire the control of the Consolidated Cigar Company, makers of the well-known brands of cigars, "Mozart," "Adlon," "Dutch Masters," "44," and others. What is the old world coming to next! It is said that officers of both companies have held several conference. Well, I can't stop you, so go to it.

Charles Berger, "special cigar man" for the Sperling Tobacco Company, has been given quite a boost by the above concern. Charlie has been made "special man" due to hard work and his business is to open new accounts for the Sperling Tobacco Company, and Charlie knows how to do it. Good luck!

The American Tobacco Company recently put on a big deal on their "Lucky Strike" cigarettes, which proved a big success, and Tom B. Moore, special representative, feels great about its success. Tom is well pleased and says I told you we would put it over. And so he did. The American Tobacco Company should give Tom a bigger field to work in as he is surely a great worker. From all reports I guess the American Tobacco Company knows it. Call and see us, Tom.

The Allen R. Cressman Company, of Philadelphia, Pa., manufacturers of the "Manuel" and "Counsellor" cigars, are doing their bit in advertising their cigars in local papers, by inserting the following: Gerald B. Saunders, local representative, Rutter Street, Kingston, Pa. This sure does please, and helps their cigars a lot. For when any one is short, they 'phone Mr. Saunders and he brings you over your cigars at once. Have confidence in your cigars as well as your "salesman" and prove yourself success-

(*Continued on Page 22*)

The Box Is Important

After all nothing satisfies like a good cigar

Cigars "By the Box"!
Cigars from the "Box"!
In either case, the Box is of some importance to the Smoker. From experience, he comes to favor Cigars from SPANISH CEDAR BOXES.

The "SPANISH CEDAR CIGAR BOX" is serviceable and attractive, and much more. It fixes the Flavor and Blend of Good Cigars, and gives the Manufacturer a comfortable feeling of assurance against deleterious changes or modifications in the Quality of his Merchandise.

Better than all other Containers! Only slightly higher in price, if at all!

"Spanish Cedar Cigar Boxes Make Good Cigars Better!"

(ADVERTISEMENT)

HERE is a reference to "the dead past," and I wish to expatiate briefly thereon.

A great business man, who has built up the largest business of his kind in the world, stated that he did not permit the faults and failures of the past to put brakes on his work for the future. Many, very many, do this, said he, and the business editorial before me states the same.

Let's interrogate the witnesses—you and I being the witnesses.

Are we sitting back discouraged, disappointed, disillusioned, grouching, complaining, bemoaning and bewailing that luck is "agin us"; that we have tried and tried and tried to "amount to something," and that the little demon of ill-luck always puts a crimp in our efforts?

If so, that's "the dead past."

For goodness' sake, let us bury it. This is going to be a good year, but a fiercely busy one. If we sit back our competitors will snatch away our bone. We want to get the "busy complex," the Forward March temperament, the will-to-do, and then go to it with might and main.

I've been making a special drive—gunning after Business Pointers. A large manufacturer plans to write a series of circular letters to retail dealers in another line—letters which are intended to give them pointers on business pushing. And he engaged me to get information and plan the letters.

He wanted something new. Something which would tremendously aid retailers. Something radical and startling. So I took my faithful smooth bore and went gunning for big game. Talked to merchants, inside salesmen, outside salesmen, business professors. Also read books, and speeches, and trade journals, galore.

But things new, and radical, and tremendously helpful, didn't fill the sky to darken the sun. Neither did they abound in crowds upon the street.

About the only thing I found was "the same old stuff." Just as you find the same old stuff when you sit down to a meal prepared by Friend Wife.

I took the same old stuff however—and I sure had collected a lot of it. I picked out the best things there, spiced them up with suggestions of improvements, of refinements, of more enthusiastic interest, of the will-to-win– and then wrote the series of letters.

You see, I did just as you would do if you tried to help Friend Wife improve her dishes. You would go down to a delicatessen store and get some peppers and spice and everything nice; your wife would sprinkle it over the same old dishes, and, gee! how it would give them that Good Taste. M-m-m-m!

Well, that's what the letters seemed to do. The manufacturer said he received lots of commendation from pleased retailers, and they stated that the letters had helped them greatly to increase their sales.

Therefore, if you want to push things my suggestion to you is to "spice up."

Didya see that article in your favorite newspaper the other day? About a prominent Western doctor who was talking at a meeting of medicos? He said how these parlous times are creating "nerves" among all classes of people. Upsetting the calm placidity of their lives and making their tempers shorter than pie-crust, so they scold their wives, kick the dog, cuss their clerks, and make nuisances of themselves generally.

He said he tells 'em to smoke. To smoke mild cigars or gentle tobacco.

They used to be able to soothe their nerves with damp stuff, which gave them that contented feeling, but now that it is taboo, the mild cigar is next best.

So there you are!

Why not capitalize this idea? Why not become a rooter for a strict enforcement of Mr. Volstead's justly celebrated law, and then advertise your soothing cigar. Talk it up. Tell your customers that it is the soothingest thing this side of the Rocky Mountains. That doctors recommend it, and men cry for it; that it quiets the most rantakerous case of nerves and makes a man as calm and happy as a Jersey cow in a field of rich clover.

"STOP THIEF!" I heard this cry the other day as I was passing a large department store; and a young man ran from the store in hot haste pursued by two or three clerks of the store. The people outside took up the cry, and soon a crowd was hot on the chase. They quickly caught him, and the patrol wagon took him to the lockup.

There is a thief still at large, he is robbing a number of my readers—and it gives me grave concern. How many he is robbing I do not know, but I fear me it is more than I like to admit.

I have his name, though, and I'm going to ask you to "Stop Thief!"

(Continued on Page 23)

The Model L Universal Short Filler Bunch Machine

After all nothing satisfies like a good cigar

The advantages of using the Model L Short Filler Bunch Machine may be summed up as follows:

1. Straight or shaped work, both well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. It will work large size or mixed CUT scrap.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep: does not easily get out of order.
9. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Price $650 Complete
f. o. b. Factory, Newark, N. J.

The 5c Cigar
and its problem for the cigar manufacturer

HOW to put out a nickel cigar at a profit, is today a question that is puzzling manufacturers. Many of them have nickel brands and are actually putting them out at a loss. They are worrying along, hoping that the price of tobacco will drop or something else will break in their favor so that it will again be possible to turn out a 5c cigar profitably.

The solution of this problem lies in the use of labor saving machinery

The Model L Universal Short Filler Bunch Machine will play an important part for any manufacturer who is putting out a 5c cigar or contemplating doing so. It will go a long way towards answering the question—how to do it at a profit.

For Example:—Manufacturers today are paying anywhere from $2.50 to $3.50 per thousand for bunch making either straight hand work or using small hand devices. Figuring on this basis, the Model L Bunching Machine will show up as follows:

	Cost per M.
Present hand method	$2.50
Model L Machine method	.90
Net Saving	$1.60

This net saving represents the difference between turning out a 5c cigar profitably and breaking even or in many cases turning it out at a loss.

The Model L Universal Bunch Machine will produce from 450 to 500 high grade bunches per hour

The bunches are uniform, because the filler for each one is automatically weighed. It works large size or mixed cut scrap.

UNIVERSAL TOBACCO MACHINE CO.
116 WEST 32nd STREET, NEW YORK Factory: Newark, N. J.

News from Congress

(*Continued from Page 11*)

approximately $48,000,000 and, in our opinion, would provide a substantially larger sum if the rate of tax were reduced in line with our recommendations.

"There can be no doubt that the present rate of tax on cigars is above the scientific revenue point for, as we have already indicated, production is declining in spite of the fact that other branches of the industry are expanding and increasing their output. This decline means a reduced demand for the product of the tobacco-raising farmer, unemployment in the little army of cigarmakers, bankruptcy and failure for thousands of small manufacturers, and a significant reduction in the incentive to the surviving producers to improve their product and thus give the smoker a better article for his money.

"The cigar industry is marked by certain characteristics which certainly should commend it to the careful consideration of Congress. The growing of cigar leaf tobacco has been greatly encouraged by the Department of Agriculture, and provides employment for the most enterprising and skillful class of farmers to be found in our country. With a maximum demand for their output, the American cigar leaf producing farmers have an opportunity to make a living and to provide a competence for their old age that is not afforded by any other agricultural product. But success in this field must always depend upon a ready market.

"A second consideration of equal importance is the fact that the production of cigars today involves skillful manual labor to the extent of 90 per cent. of the cigars produced. The production of cigarettes has passed into the hands of a few large concerns whose product is made by highly efficient labor-saving machinery operated by low-cost labor.

"A third consideration, in line with American tradition, is the fact that the manufacture of cigars can be engaged in by enterprising men with small capital and carried on upon a small scale, thus developing initiative and encouraging the spirit of independence so characteristic of the American citizen. But, obviously, something must be done to prevent the further decline in cigarmaking establishments which, as we have shown, have fallen off no less than 60 per cent. in the comparatively short period of twenty years."

Replying to questions by members of the committee, Mr. Mendelsohn said that while the consumption of cigarettes has increased enormously, the decline of the cigar industry has been due to the fact that the price which has to be asked for a fairly good smoking cigar is above the ordinary price which the American citizen is used to paying for such a cigar. This was the five-cent cigar which disappeared during the war, and which is now in the two-for-fifteen-cent class. He declared that if an adequate horizontal reduction is made in the cigar taxes there is no doubt but that within a short time the consumption of cigars will increase form one to three billion a year, which will give the Government about as much revenue as it now derives.

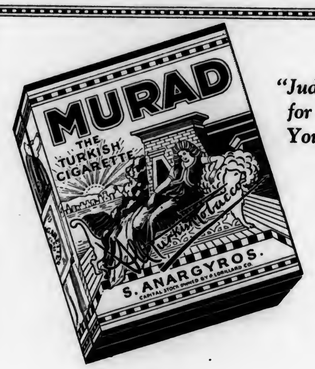
SALES TAX MEASURE WILL BE PROPOSED TO PAY SOLDIERS' BONUS

A sales tax will be proposed to pay for the soldiers' bonus, according to Representative Frear, of Wisconsin, in a letter which he has sent to all members of the House of Representatives. In his letter, Congressman Frear declares a tax reduction bill will be passed, and the administration will be credited with any reduction effected, but that the Mellon plan is by no means perfect. The Wisconsin representative has a plan of his own which provides for a 50 per cent. normal tax reduction to every taxpayer and having a combined surtax and normal tax reaching not more than 54 per cent., it being his theory that the surtax should be retained "not because of prejudice against large incomes, but because necessities of life always absorb small incomes where reductions are most needed." He points out that after the revenue bill was passed last session, a consumption tax was the only alternative offered whereby to finance the soldiers' bonus, and declares that the same plan will again be proposed this session.

TRADE ASSOCIATIONS URGE PASSAGE OF STERLING-MILLS BILL

Representatives of a number of trade organizations have appeared before the House Judiciary Committee to urge the passage of the Sterling-Mills bill, which would make valid and enforceable written provisions or agreements for the arbitration of disputes arising out of contracts, maritime transactions, or foreign and interstate commerce. This measure is supported by associations in practically every industry.

The main intention of the measure is to eliminate friction, delay and waste, and maintain and establish business amity and reduce the price of commodities to the consumer. This last is to be accomplished on the theory that a merchant in figuring his costs adds to his price a certain amount, representing the risk of rejection, claims, fault-finding, etc., even including litigation. If inexpensive but dependable arbitration were possible, instead of costly time-consuming, troublesome litigation, it was asserted at the hearings, the risk would be correspondingly smaller and the price made to conform therewith.



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

The Figures Speak

In 1922, large cigars averaged 22.1 pounds of leaf to the 1,000.

In 1922, 25,883,000 pounds of Porto Rican tobacco ("Foreign Commerce and Navigation" figures) were shipped into the United States.

Counting 45 cigars to the pound this tobacco represents over one billion cigars.

But if most cigars contained only part Porto Rican tobacco—

How many Cigars contained Porto Rican Tobacco in 1922?

LOOK FOR THE GUARANTEE STAMPS

IF IT'S GOOD— IT'S PORTO RICAN

GOVERNMENT OF PORTO RICO

TOBACCO GUARANTEE AGENCY

136 Water Street, New York

J. F. VAZQUEZ
Agent

Telephone John 1379

Send for a Copy of "Tobacco Trade Notes"

Detroit News

(*Continued from Page 10*)

be in full operation in about ten days. During the meantime their plants in Toledo and Coldwater, Mich., will supply their customers in Detroit. The company wishes to extend to the local box makers their thanks and appreciations for their generous assistance during their trouble.

The Cyana Cigar Company, of Detroit, located at 1504 Broadway, report business to be very good on their brand "Cyana." The local company is getting a splendid and wide distribution on their brand in the drug stores throughout the city and according to the reports of the druggists, the "Cyana" cigar is repeating rapidly in sales.

S. P. Coe, of Faber, Coe & Gregg, Incorporated, New York, N. Y., was on the list of out-of-town visitors, who signed the TOBACCO WORLD register last week.

Harry Bassett, who formerly covered this territory on "Tilford's" of Park & Tilford Company, has been transferred to Kansas City. Harry will work the entire line of the P. & T. cigar products, and will cover the entire West from Kansas City to the coast.

W. J. Seidenberg, manufacturer of "Pancho Arrango" cigars, was a recent visitor to Detroit. "Pancho Arrango" cigars, are distributed on this market by the Bailey-Wilkins Company, and according to the reports this clear Havana cigar, is making many friends and enjoys a wide distribution.

M. Mona Lesser, of the Standard Cigar Company, manufacturers of "Dry Slitz" stogies, was on the list of visitors here last week. The "Dry Slitz" stogie, is meeting with a big success on this market and the jobber's salesmen find it a rapid repeater.

Edward F. Rosenthal and W. W. "Doc" Rosebro, representing the Porto Rican-American Tobacco Company, and the New York-Tampa Cigar Company, called on their distributor here last week, in the interest of "Personality" and "Portina" cigars. According to reports these two brands are meeting with a big success throughout the different sections of the country.

Jim Williams, of A. Amo & Company, manufacturers of "La Amo" cigars, has returned from a business and pleasure trip to New York City. Jim says he had a wonderful time browsing around the show houses, and at the same time picking up some nice fat orders on "La Amo" cigars, in this fertile pasture. He also states that there are some real guys in the cigar game in Father Knickerbocker's town.

The trade was greatly shocked to learn of the sudden death of George Crawford on Wednesday, January 16th. Mr. Crawford is survived by his wife and young daughter. The funeral was held at his old home in Munsey, Ind. Mr. Crawford was thirty-one years of age, and was associated with the local branch of the G. H. P. Cigar Company, in the capacity of bookkeeper. His many friends in the trade extend to his widow and daughter, their heartfelt sympathy in the great loss they have sustained.

F. M. Wilson, cigar box manufacturer of Sioux City, Iowa, was on the list of visitors here last week. Mr. Wilson came to attend the Paper Box Manufacturers' Convention, which was held at the Statler Hotel.

The Peninsular Cigar Company, who have occupied the entire building at 213 Woodward Avenue, for the past eleven years, will move on or about the 10th of February to 650-652-654-656 Baltimore Avenue. The new location which is situated between Second and Third Avenues, will have a floor space of approximately 10,000 feet, the entire business will be housed under one roof, including store rooms, salesmen's offices, warehouse and garage. The company now operates a fleet of twenty-five automobiles and employs eighteen salesmen in the city of Detroit.

Howard Vaughn, has accepted a position with Rosenthal Brothers, Scranton, Pa., manufacturers of the famous "R-B" cigars, and will cover the entire State of Ohio on this well-known brand. Howard has many friends in Detroit, who extend to him their hearty congratulations and wish him much success in his new position.

Tom Monroe, vice-president of the Speitz Cigar Company, manufacturers of "Robert Emmet" cigars, left last week for St. Louis and the West, to visit the distributors of this well-known brand.

According to reports, the manufacture of cigarettes has grown to be one of Hong Kong's most important industries. At present the factories in that city have a daily output of between 30,000,000 and 40,000,000 cigarettes.

Joe Mainzer, representing L. & H. Stern, Incorporated, New York, N. Y., called on the retail trade here last week, with his spring line of the latest novelties in pipes and tubes. Joe says business has been very good all along the route covered this year.

George Becker, of Park & Tilford, called on the clubs and leading retailers last week with his line of imported cigars. George reports a splendid business on his many high-grade brands.

Sam Adler, western representative of E. Popper & Company, manufacturers of "Ottina" and "Popper's Ace," has been with us for a few days looking over conditions. Sam reports his brands as selling big on this market, and that "Popper's Ace" is growing in popular demand every day. The Howes-Shoemaker Company, are the local distributors of the "Ace."

Claude D. Shelley, who formerly covered the northwest section of the city for John T. Woodhouse & Company, has accepted a position as manager of the cigar stand in the Charlevoix Building at 2033 Park Boulevard. Mrs. Shelley will assist her husband in his duties, of serving the public and their friends all the popular domestic and imported brands.

Jack Wilderman, of the Fleck Cigar Company, manufacturers of "Rose-O-Cuba" cigars, was on the list of visitors here last week. Jack says business has been very good all along the route covered, and that he is looking forward to a banner year for 1924.

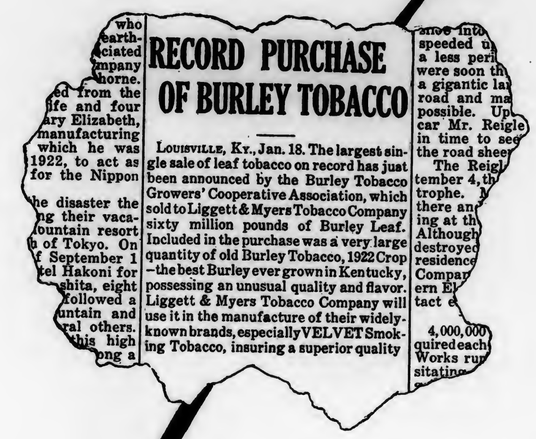
The Manchester Cigar Company, of York, Pa., manufacturers of "Havana Cadets" cigars, retailing at five and ten cents, are planning an advertising campaign on "Cadets" through their local distributor Charles F. Becker Company.

I. Rosenthal and Mike Meyers, of Rosenthal Brothers, manufacturers of "R-B" cigars, are on a trip through the State, visiting the various jobbers who handle the Rosenthal products.

Avoid the rush, by sending in your subscription early for the 1924 issues of the TOBACCO WORLD, no business house or salesman in the tobacco industry should be without it, it prints all the latest news appertaining to the "weed" made famous by Sir Walter.

Yours truly,
MIKE OF DETROIT.

60 million pounds


RECORD PURCHASE
OF BURLEY TOBACCO
LOUISVILLE, KY., Jan. 18. The largest single sale of leaf tobacco on record has just been announced by the Burley Tobacco Growers' Cooperative Association, which sold to Liggett & Myers Tobacco Company sixty million pounds of Burley Leaf. Included in the purchase was a very large quantity of old Burley Tobacco, 1922 Crop—the best Burley ever grown in Kentucky, possessing an unusual quality and flavor. Liggett & Myers Tobacco Company will use it in the manufacture of their widely-known brands, especially VELVET Smoking Tobacco, insuring a superior quality

"1922 crop—the best Burley ever grown in Kentucky"

Tobacco men call the 1922 Burley crop "the best ever grown in Kentucky".

Our recent purchase from the Association of nearly sixty million pounds included a big carry-over from this fine crop—all stored and aged and in prime condition. It was not a "bargain"—we paid a high price because of its exceptionally high quality. We have also bought large amounts of high-grade Burley on auction sales—and our purchases of Virginia and other types have been equally choice.

Possession of this big stock of fine leaf merely means that we will maintain as always the high standards of tobacco quality upon which our success has been built.

LIGGETT & MYERS TOBACCO CO.

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., January 26, 1924.

FOR several weeks we have been trying to secure a large factory building for a Philadelphia manufacturer, a place to accommodate about one hundred and fifty cigarmakers. This firm is desirous of concentrating their county factories under one management. York seems to be the "Mecca" for outside manufacturers, owing to the many cigarmakers living in York and its surrounding small towns, all of which are in close touch with our traction system. This makes York one of the best cigar manufacturing centers.

A goodly number of our cigar manufacturers are leaving tonight (Sunday), to take in the tobacco show and it looks like York County will be in evidence at the show. Well, why should it be otherwise, when we down here produce about 18 per cent. of the cigars made in these United States?

B. M. Hannigan, East Prospect, was re-elected president of the York County Cigar Manufacturers at the monthly meeting, held in the fire engine house January 14. Other officers are: vice-president, T. E. Brooks; secretary, Charles C. Meads; treasurer, Arthur S. Ziegler. The officers were nominated and presented to the body by a committee composed of C. S. LaMotte, James W. Kelley, Stewart S. Shindler, W. H. Snyder and Arthur H. Thompson. Misleading cigar labels will soon become a thing of the past in this district. The association decided by unanimous vote to co-operate with the American Fair Trade League, in eradicating practices which may deceive the consumer. The action was taken in response to complaint made to several manufacturers of words on labels which were misleading and did not truthfully describe the goods which they were supposed to describe. Manufacturers to whom the situation was explained readily gave up the practice, but a committee conferred with the Fair Trade League and hereafter members of the association will see that labels are not misleading. The action, which was by resolution, was taken after the members had heard a report of the committee, T. Edward Brooks, C. S. LaMotte and B. M. Hannigan, of the conference in New York. The report was made by Mr. Brooks. The resolution first endorsed the work of the Fair Trade League and pledged the York Association's help in disseminating the league's interpretation of trade names and items, and to see that merchandise is sold as under proper representations. An invitation was received by the association to send representatives to the tobacco show, to be held in New York in February.

There was a discussion relative to the tobacco men's convention at Washington last year, it being stated that local men had no voice in the proceedings. T. Edward Brooks and J. Frank Strayer scored the management. C. S. LaMotte, C. M. Ehehalt and H. A. Waughtel favored the association joining hands with the national body, securing better relationship. Bills, including those of the annual banquet, amounting to $528.99, were paid. President B. M. Hannigan was in the chair. Mr. Dick, publicity manager of a New York tobacco weekly, made an address. Those present were: Charles Meads, B. M. Hannigan, T. E. Brooks, Daniel Spangler, C. S. LaMotte, C. F. Roseman, C. M. Ehehalt, A. S. Zeigler, Spurgeon Pomraning, J. J. Rojahn, Jacob Strevig, D. A. Horn, Perry L. Tschopp, C. F. Loucks, T. C. Miller, Quay Minnich, Sterling Knisely, T. C. Smith, Herbert Smith, A. C. Frey, Stewart LaMotte, Clayton McGuigan, P. C. Reichard, T. L. Adair, John Keller, Edward Mate, Earl Rost, H. E. Rost, W. H. Snyder, Frank Snyder, H. A. Waughtel, Arthur Thompson, C. O. Meads, J. A. Kelley, Stewart Shindler, C. A. Kohler, A. S. Frey, J. A. Miller, Ellis Strickler, John H. Baker, W. S. Sentz, H. W. Sechrist, Pius Wolf and David Wolf.

For the purpose of encouraging his cigarmakers to use the least amount of tobacco in making cigars, C. N. Foreman & Co., one of Red Lion's largest manufacturers, is paying a weekly bonus to the hands. The first bonus was paid last Friday, when the employees were given their weekly pay, and came as a complete surprise to the cigarmakers. The bunch breakers and rollers are each given a certain amount of tobacco with which to fill and roll 100 cigars. For each 100 cigars the worker is good at the end of the week a bonus will be paid. The rollers are paid 20 cents for each 100 wrappers good and the bunch breakers are paid 10 cents for each 100 binders good. This is the first time the bonus system has ever been attempted by a Red Lion manufacturer. It will cause the worker to save tobacco and will mean money for both the manufacturer and cigarmakers. The bonus paid last week amounted to from ten cents to $2, according to the amount of tobacco saved by the worker.

JAY BEE.

CONSOLIDATED-LORILLARD DEAL

Various rumors have been afloat recently to the effect that the P. Lorillard Company will take over the Consolidated Cigar Corporation. These rumors have been emphatically denied by representatives of the Lorillard Company.

LIGGETT & MYERS PROSPER

The Liggett & Myers Tobacco Company, reports a net income for the year 1923 of $9,622,397, as against $9,724,293 for the year 1922. After allowing for the preferred dividends there is still a balance equivalent to $23.74 per share for the Class B, and the common stock outstanding.

The general balance sheet on December 31, 1923, showed cash holdings of $13,813,816 and inventory valued at over $60,000,000.

A New Policy in Pipe Selling!

IT'S the biggest idea ever turned loose in the pipe business—

An idea that will make the Milano an even bigger profit-puller than it is right now—

An idea that we're going to advertise—advertise nationally, dominantly and consistently.

What's the idea?—Well we'll unfold it in a week or so. Meanwhile

WATCH FOR IT!

WM. DEMUTH & CO., 230 Fifth Avenue
NEW YORK
World's Largest Makers of Fine Pipes

MILANO
PIPES

Wilkes-Barre News

(Continued from page 12)

ful. Gerald B. has proven himself successful for the Cressman concern.

Francis V. Williams, anthracite region representative, for the Otto Eisenlohr & Brothers Cigar Company, Philadelphia, Pa., has been putting some very new and attractive signs around, advertising their "Cinco" cigars. Francis says it pays to advertise, and he sure ought to know, as Francis tells me that his output of "Cinco" cigars is greater now than ever before. Go to it, Francis!

The Penn Tobacco Company, Wilkes-Barre, Pa., is putting on a new deal on their "O. K." cigarette, which should go over big. Their scheme is to have the smoker save twenty fronts of their "O. Ks." and by mailing them in with your name and address, they will mail you free a fine and durable cigarette case, which holds the package of twenty. This is a very fine deal and the cigarette smokers are going after it big. All dealers in Wilkes-Barre are featuring "O. K." cigarettes this week, if not—why not. "Boost Wilkes-Barre."

Frank Winslow, of the P. Lorillard Company, was a recent visitor in Wilkes-Barre, in the interest of their "Muriel" cigars. While in Wilkes-Barre, Mr. Winslow made his headquarters at the Star Tobacco Company, local distributors for the "Muriel."

The "Clover Cafe," conducted by William "Bill" Rooney, is proving a big success here. Bill, besides serving you good eats, has a well-filled cigar case, with all popular brands of cigars and cigarettes. Bill is a jolly fellow and is very popular with the sales people. He conducts a very fine place and you always know its "kleen."

Yours very truly,
"DIAMOND BILL."

THE TAX SITUATION IN WASHINGTON

The tax situation remains unchanged except that it becomes more apparent every day that the majority of the Ways and Means Committee will report out a bill substantially along the lines recommended by Secretary Mellon.

However, in view of the changes recently made in the Rules of the House, whereby amendments may now be offered on the floor by any member of the House, which was not permissible under the old rules, coupled with the new rule that a bill may be taken out of the Committee's hands for immediate consideration by the House, upon a petition signed by 150 members, there seems to be an uncertainty in the minds of some close observers as to the final outcome of the bill in the House. Thus, it is thought by some that the entire bonus measure may be linked up with the revenue bill as an amendment offered on the floor of the House; or that the bonus bill may upon petition of 150 members be taken out of the hands of the Ways and Means Committee and considered by the House before acting upon the tax bill.

Secretary Mellon's recommendations, which, according to all indications, are likely to be substantially embodied in the tax bill by the majority of the Ways and Means Committee, are as follows:

Secretary Mellon's Recommendations

1. A reduction of 25 per cent. in the tax on *earned income*. By earned income is meant income derived from wages, salaries and professional services as distinguished from income from business or investments.
2. Where the present normal tax is 4 per cent. reduce it to 3 per cent., and where the present normal tax is 8 per cent. reduce it to 6 per cent.
3. To reduce the surtax rates by commencing their application at $10,000 instead of $6000, and scaling them progressively upwards to 25 per cent. at $100,000.
4. The provision of the 1921 Act taxing capital gains at 12½ per cent. should be extended to capital losses, so that the amount by which the tax may be reduced by the capital loss will not exceed 12½ per cent. of the loss.
5. To limit the deductions from gross income for interest paid during the year and for losses not of a business character to the amount the sum of these items exceeds tax-exempt income of the taxpayer.
6. To tax community property income to the spouse having control of the income.
7. To repeal the tax on telegrams, telephones, and leased wires. This is the last of the transportation taxes established during the war, is a source of inconvenience to every person using the telephone or telegraph, and should now be eliminated from the tax system.
8. To repeal the tax on admissions. The greater part of this revenue is derived from the admissions charged by neighborhood moving picture theatres. The tax is, therefore, paid by the great bulk of the people whose main source of recreation is attending the movies in the neighborhood of their homes.

TOBACCO MERCHANTS' ASSOCIATION OF THE U. S.

PORTO RICO TREASURER DIES

Word has been received by the Government of Porto Rico Tobacco Guarantee Agency, 136 Water Street, New York, that Judge J. W. Bonner, treasurer of the Island is dead in San Juan. He died at his desk Saturday, January 12.

Judge Bonner was a Tennessean by birth. He occupied a position on the bench of the Circuit Court at Hasville for nearly ten years. Subsequently, he was attorney for the Illinois Central Railroad Company, at Nashville, and at the same time was lecturer of the law staff of Vanderbilt University.

At the request of President Taft, communicated through the then Secretary of War, he accepted an appointment as auditor of Porto Rico, and assumed the duties of that office on January 13, 1911. At the close of his term of four years he was reappointed by President Wilson, and again reappointed at the close of the second term of four years.

A change was made in the auditorship of Porto Rico on account of the change of the national administration in Washington.

Remaining out of official life for about eighteen months, he was tendered the appointment of Treasurer of Porto Rico by Governor Horace M. Towner, who is at present in this country with a Porto Rican commission, and his nomination was unanimously confirmed by the Senate of Porto Rico. He took office May 7, 1923.

The Government of Porto Rico Tobacco Guarantee Agency in New York functioned under the direction of Judge Bonner's office.

Business Building

(Continued from Page 14)

His name is Procrastination—and he is robbing you of your time—which is the most valuable commodity in your store.

You have several things to do to keep you up to these swiftly changing times, and you know what they are. Do them today. Do them now.

Conundrum of a high brow: Wherein do you resemble a radio? Answer, A radio is a little box which works a marvelous miracle. You have a little dome which can "tune in" and receive outside messages of knowledge and incalculable value.

With both it is a question of "receptivity and selectivity."

If a radio, or a man, is not receptive and selective he is not measuring up to his responsibilities, and will never amount to much.

Let us take this to heart. Radio messages are all around us all the time, but we don't get them unless our radio is receptive. Knowledge of inestimable worth is also around us in a hundred guises, but we won't get it without we tune in.

Let us connect with it, and select it wisely. It will give us more pleasure and more profit than will the radio. It will make us expert in our work or business, enable us to make more money, be more useful in the world and increase our sense of pleasure and satisfaction.

And it is so deuced easy, this matter of tuning in and acquiring business knowledge. All we have to do is to read our trade journals, ask questions of men who know, and there you are.

CIGAR BOX FACTORIES CONSOLIDATE

Announcement is made that effective as of January 28, 1924, the well-known cigar box firm of H. Henkell, Incorporated, New York City, will be consolidated with the old cigar box manufacturing firm of S. Sladkus & Son. The business of both firms will be continued without interruption at the enlarged and modern plant of S. Sladkus & Son, 392 to 396 Madison Street, New York City.

WDC EMPLOYEES' ASSOCIATION MEETS

The WDC Mutual Welfare Association held its annual installation of officers for 1924 with Mr. L. Demuth as installing officer.

The work of the previous year was reviewed by the retiring president, Louis Weyl, in his report. After installing the officers, Mr. Demuth addressed the meeting commenting upon the progress of the M. W. A., and recommending ways and means for further improvement.

The officers elected were: president, John Kunkel; vice-president, William Weber; secretary, Rudolph Fabel; treasurer, Miss F. Schragle.

After the meeting a buffet luncheon was served and entertainment followed consisting of several vocal selections with dancing to music furnished by the Universal Jazz Orchestra.

Marshall Field Cigars
Distinctive Quality
HOWARD F. PENT
PRESIDENT
The Coraza Cigar Co.
SEVENTH AND CHERRY STREETS
PHILADELPHIA, PA.

WAITT & BOND
Blackstone
CIGAR
Havana
Filler
Absolutely!

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA

BY

VAL. M. ANTUONO

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

STARTLING DECREASE IN PRODUCTION OF CIGARS IN DECEMBER

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of December, 1923. (Figures for December, 1923, are subject to revision until published in the annual report.)

Products	*Dec. 1922*	*Dec. 1923*
Cigars (large)		
Class A .....No.	205,691,478	178,533,493
Class B .....No.	125,851,068	98,780,600
Class C .....No.	214,991,157	199,447,911
Class D .....No.	10,676,902	10,952,283
Class E .....No.	3,831,248	3,644,471
Total.....	561,041,853	491,358,758
Cigars (small) .....No.	40,514,020	31,426,840
Cigarettes (large) ...No.	1,452,079	1,722,738
Cigarettes (small) ...No.	3,544,623,820	4,428,119,310
Snuff, manufactuerd. lbs.	2,813.645	2,959,409
Tobacco, m'factured. lbs.	23,546,926	23,272,293

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in inclosed supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of December.

Products	*Dec. 1922*	*Dec. 1923*
Cigars (large)		
Class A .....No.	9,388,010	10,363,160
Class B .....No.	1,554,600	1,235,825
Class C .....No.	5,299,550	2,709,600
Class D .....No.	27,150	2,375
Class E .....No.	50	300
Total.....	16,269,360	14,311,260
Cigars (small) .....No.	2,000,000	2,000,000
Cigarettes (large) ...No.		206,000
Cigarettes (small) ...No.	40,000	65,200

Tax-paid products from the Philippine Islands for the month of December.

Products	*Dec. 1922*	*Dec. 1923*
Cigars (large)		
Class A .....No.	23,349,305	14,879,675
Class B .....No.	223,260	464,065
Class C .....No.	39,379	29,013
Class D .....No.	125	70
Class E .....No.		50
Total.....No.	23,612,069	15,372,873
Cigarettes (large) ...No.	1,250	
Cigarettes (small) ...No.	57,630	154,660
Tobacco, m'factured. lbs.	217	6

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

TOO LATE TO CLASSIFY

WANTED TO BUY FOR CASH—FIFTY NEW MODEL LIBERMAN SUCTION TABLES. State price. Describe condition. Send patterns of dies. Address "Suction," Box 460, "The Tobacco World."

GROWERS AND PACKERS

OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

We Are Now Ready To Offer Our Holdings In 1923 Crops.

AMERICAN SUMATRA TOBACCO CO.

131 Water Street **New York City**

After all nothing satisfies like a good cigar

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CRITERION:—43,626. For pipes. January 12, 1924. House of Comoy, Inc., New York, N. Y.

GAINSBOROUGH:—43,627. For pipes. January 12, 1924. House of Comoy, Inc., New York, N. Y.

PRIMROSE:—43,628. For pipes. January 12, 1924. House of Comoy, Inc., New York, N. Y.

WHITEHALL:—43,629. For pipes. January 12, 1924. House of Comoy, Inc., New York, N. Y.

COMOY'S:—43,630. For cigarettes and smoking tobacco. January 12, 1924. House of Comoy, Inc., New York, N. Y.

IL SOGNO DELLA PIPPA:—43,633. For all tobacco products. January 15, 1924. L. Warnick Brown & Co., Utica, N. Y.

EL TAMPA MOTTO:—43,635. For cigars, cigarettes and tobacco. December 22, 1923. Robert S. Sullivan, West Tampa, Fla.

MEMPHIS TEN:—43,636. For twist tobacco. December 31, 1923. Southern Tobacco Co., Memphis, Tenn.

CAMPOS DE CUBA:—43,620. For tobacco only. December 3, 1924. John B. Viegas, New York, N. Y.

FIFTH AVENUE:—43,633. For pipes. January 12, 1924. House of Comoy, Inc., New York, N. Y.

TIMES SQUARE:—43,634. For pipes. January 12, 1924. House of Comoy, Inc., New York, N. Y.

BEAUMONT:—43,635. For pipes, cigar and cigarette tubes, smokers' articles and all parts thereof. January 12, 1924, by Adolph Frankau & Co., Inc., New York, N. Y.

TRANSFERS

DULCEVEGA:—41,494 (Tobacco Merchants Association). For cigars. Registered January 10, 1919, by the Tampa Best Cigar Co., West Tampa, Fla. Transferred to R. Barrera Cigar Co., Cleveland, Ohio, December 21, 1923.

LORD JAMES:—30,108 (Trade-mark Record). For cigars, cigarettes and tobacco. Registered June 27, 1904, by Geo. Schlegel, New York City. Transferred to The St. Louis Cigar Box Co., St. Louis, Mo., and re-transferred to W. W. Davis, Neosho, Mo., on October 12, 1922.

KEEP MOVING:—30,935 (Trade-mark Record). For cigars, cigarettes, cheroots and tobacco. Registered March 17, 1905, by Max L. Block, Houston, Texas. Transferred to M. Trelles & Co., New Orleans, La., January 7, 1924.

BIRTHSTONE:—25,544 (Tobacco Leaf, No. 27,289, U. S. Tobacco Journal, No. 11,762, Patent Office, Registered June 5, 1903, June 5, 1903, and December 10, 1904, respectively). For cigars, cigarettes and tobacco by the American Litho. Co., New York City; through mesne transfers acquired by Aaron Hoenig, New York City, and re-transferred to Herman Klein, New York, N. Y., January 18, 1924.

CORRECTED PUBLICATIONS

FIFTH AVENUE:—43,623. For pipes. Registered January 12, 1924, by the House of Comoy, Inc., New York, N. Y.

TIMES SQUARE:—43,624. For pipes. Registered January 12, 1924, by the House of Comoy, Inc., New York, N. Y.

BEAUMONT:—43,625. For pipes, cigar and cigarette tubes, smokers' articles, and all parts thereof. Registered January 12, 1924, by Adolph Frankau & Co., Inc., New York, N. Y.

HENRY VOICE NOW OFFICER OF P.-V.

At the annual stockholders' meeting of the Pasbach-Voice Lithographing Company, Inc., Mr. Henry A. Voice, a younger brother of Mr. Jacob A. Voice, was elected second vice-president as a recognition of the very valuable service rendered to the Pasbach-Voice organization. Mr. Henry A. Voice has been identified with the Pasbach-Voice organization since its entrance into the cigar label and cigar band field and has a huge host of friends who will be very happy to hear of his promotion to an officership which he so very much deserves.

ASSOCIATIONS MUST NOT FURNISH MEMBERS WITH PRODUCTION STATISTICS, ETC.

The dissemination by an association among its members of statistics of production, shipments, stocks or prices, even though such information is also at the same time furnished to the Department of Commerce or any other department of the Government, is illegal under the terms of the decree recently entered in the District Court of the United States for the Southern District of Ohio in the case of the United States versus the Tile Manufacturers Credit Association, according to an informal opinion just submitted to Secretary of Commerce Hoover by Attorney General Daugherty.

In a letter to the Attorney General, Secretary Hoover pointed out that in order to obtain accurate and complete statistics for dissemination to the public, he had been co-operating with various trade associations in the different industries, but that the decree referred to appeared to indicate that it would be unlawful for any association, on behalf of its members, to transmit information and statistics of this character to its members, but could receive and compile it for the purpose only of transmitting it to a Governmental agency that might so request. "It is not the desire or purpose of this department to continue operations under the co-operative plan if it is in conflict with the policy of your department. I think there is great likelihood that not only the associations from which this department now receives valuable statistics, but a great many others will discontinue the collection of information and statistics as to production, shipments, stocks on hand, and the prices on closed transactions. They will not go to the expense of collection if the only use that can be lawfully made of them is to transmit them to some governmental department. If this should happen, I fear that the efficiency of this department in carrying out the purposes set forth in the act creating it would be very greatly impaired."

The system now practiced by many associations, wherein each member reports to the secretary or manager, who then distributes the information to these associations, is not consistent with the normal attitude of real competitors, the Attorney General declared in his reply, owing to the fact that "the spirit of comradeship created by the confidential exchange of information of this character necessarily prevents the free competition between them which would otherwise prevail.

"I have no doubt that it is important that those engaged in an industry have general information as to the conditions of that industry, but I think that information should be distributed strictly through a responsible medium, like your deparment; and I see no objection to its being gathered by an association provided it be strictly guarded and the association is prohibited from distributing it among its membership. This is the same view that I entertained when communications were exchanged between us in February, 1922, and it has since been strongly confirmed by decisions of the Supreme Court, and by investigations of a number of associations and the trial of cases involving associations." LINZ.

REORGANIZATION SUGGESTED FOR DEPARTMENT OF COMMERCE

Activities of the Department of Commerce would be greatly enlarged under the plan for the reorganization of the Government departments, which is now under consideration and which, it is hoped, will be the subject of legislation to be enacted during the present session of Congress. LINZ.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

IRREGULAR PAGINATION

A million a day!

The output of 36 factories

is required to meet the daily demand of American smokers for this truly remarkable cigar—the greatest value, by long odds, on the market.

2 for 15c

Also packed in the handy package which contains 10 cigars and sells for 75c.

A General Cigar Co. National Brand

White Owl

After all nothing satisfies like a good cigar

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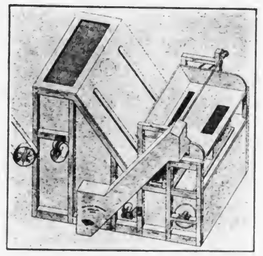
FEBRUARY 15, 1924

VOLUME 44 No. 4

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler
CIGARS
Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Best Cigars *are packed in*

After all nothing satisfies like a good cigar

WOODEN BOXES

Where All the World Will See and Read

At one of the busiest corners of the country, diagonally across from the Pennsylvania Hotel, and one block from the Pennsylvania Railroad Station, dominating both populous 34th St. and busy Seventh Avenue this illuminated sign will tell the world:

"After all nothing Satisfies Like a Good Cigar"

and that

The Best Cigars are packed in
WOODEN BOXES

A NATIONALLY ADVERTISED PRODUCT

A Pocket-size Cigarette Factory
"ROLL YOUR OWN"
a *perfectly made* Cigarette in a jiffy
HANDSOME TOBACCO POUCH AND CIGARETTE MAKER ALL IN ONE

Here's how you make 'em; Pull out the metal tube with pouch suspended; Roll the cigarette paper around it, seal it, and close the end. With the left hand holding the pouch, upside down, gently work the metal tube in and out of the pouch. (Note Picture.) The little plunger concealed in the tube automatically packs the tobacco tight enough for firmness—loose enough for a perfect draw.

WANTED ESTABLISHED DISTRIBUTORS JOBBERS AND DEALERS

YOU, WHO ROLL YOUR OWN—think of it! here's the means of making them easier, quicker and better than was ever possible before. You can roll them walking, motoring or standing in a Kansas cyclone, with never the loss of a grain of tobacco. Try your favorite short cut tobacco.

The DUAL Cigarette Maker and Tobacco Pouch

You Can Order Direct By Mail, Until National Distribution is Secured

RETAIL PRICE $1.00

Master Tobacco Pouch Company
108 So. 13th St., Philadelphia, Pa., U. S. A.

Protected by U. S. and Foreign Patents

The above advertisement appears in January 26th, 1924 issue of COLLIER'S WEEKLY, with over 1,000,000 Circulation.

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

SAN FELICE
2 for 15¢
EL VERSO
10¢ 2 for 25¢ 15¢
TWO GOOD CIGARS

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Get the Utmost in Advertising Values
at practically no expense
by using the
WOODEN CIGAR BOX
for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

Mild! After all nothing satisfies like a good cigar

The new
LA TOSELLA
BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOSCOW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO CIGARS
VERY MILD VERY MILD
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
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Headquarters, 5 Beekman Street, New York City.

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ARTHUR WERNER, 51 Chambers St., New York City.. Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

MACHINERY WANTED

STRIPPING MACHINES WANTED—We are in the market for six low priced Universal Stripping and Booking Machines numbered above 738. When writing give your lowest price and machine number. Address Box 461, The "Tobacco World."

The Tobacco World
Established 1881

VOLUME 44 FEBRUARY 15, 1924 No. 4

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"IT'S TOASTED"
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
To men who have tried out various cigarettes, there's nothing so wonderful as to discover LUCKY STRIKE. 45 minutes' toasting brings out its aristocratic flavor—great production, its democratic price.
LUCKY STRIKE
"IT'S TOASTED"
A quality cigarette at a quantity price —aristocratic flavor at a democratic cost.
Change now to the brand that never changes and you'll never change again.
LUCKY STRIKE
"IT'S TOASTED"
"IT'S TOASTED"
LUCKY STRIKE
"IT'S TOASTED"
There's one thing in common between the man leaving the opera and the man leaving a movie —LUCKY STRIKE
At Palm Beach, Newport—wherever smart folks gather —Lucky Strike is a reigning favorite.
LUCKY STRIKE
"IT'S TOASTED"

Here are some of the new-style Lucky Strike advertisements now appearing in newspapers throughout the country — they win friends who never change from the brand that never changes.

LUCKY STRIKE

"IT'S TOASTED"

Wisconsin Tobacco For Sale

Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Company, Wisconsin.

L. G. ANDERSON

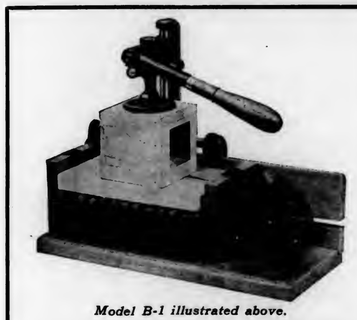
2127 Iowa Street - - Chicago, Illinois

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER — After all nothing satisfies like a good cigar — PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"



Model B-1 illustrated above.

PACK CIGARS RIGHT

and get a uniform pressed shape to each cigar in every box. No broken wrappers. Impossible to overpress pack.

FOUR MODELS TO CHOOSE FROM

Model "A" without top lever, for 50 cigars -	$ 5.00
Model "B-1" with top lever, for 50 cigars -	10.00
Model "B-2" with top lever, for 100 cigars -	12.50
Model "C" with top lever, for bundles of 100 -	16.00

All packers are adjustable to any standard size box.

Pulte-Korreck Machine Co.

GRAND RAPIDS, - - - MICHIGAN

The Figures Speak

The Guarantee Stamps are your GUARANTY

In 1922, large cigars averaged 22.1 pounds of leaf to the 1,000.

In 1922, 25,883,000 pounds of Porto Rican tobacco ("Foreign Commerce and Navigation" figures) were shipped into the United States.

Counting 45 cigars to the pound this tobacco represents over one billion cigars. But if most cigars contained only part Porto Rican tobacco—

HOW MANY CIGARS CONTAINED PORTO RICAN TOBACCO IN 1922?

If it's Good— It's PORTO RICAN

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY

136 Water Street, New York — *J. F. Vazquez, Agent* — Telephone John 1379

Send for a copy "Tobacco Trade Notes"

Volume 44

THE TOBACCO WORLD

Number 4

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, FEBRUARY 15, 1924 — Foreign $3.50

EDITORIAL COMMENT

THE announcement of the Mazer-Cressman merger points to the trend of the times and is only one of many that may follow in 1924. The economies of large concentrated production, with its lowering of overhead expenses, are sufficient to command the serious attention of some of the largest manufacturers in the country.

Jacob Mazer is pre-eminent as a successful cigar manufacturer, and Allen R. Cressman Sons have a long and honorable history upon which they have built a reputation for good merchandise.

Such combinations must be good for the industry or they would not exist. If a combination isn't right it is bound to fall by the wayside, for there is no middle ground in business today.

The consolidation of large and successful concerns has the effect of bringing influential factors in the industry closer and closer together. There is liable to be less and less friction in matters pertaining to the good of the industry, as the industry itself becomes concentrated in the hands of men mentally and financially able to cope with the problems of "big business."

THE action of the exhibitors at the Tobacco Show in forming an association for the purpose of co-operating in the work of planning and producing the 1925 Tobacco Show is an encouraging sign. It is evidence in itself that those who have spent their money at the 1923 and 1924 Shows have faith in the enterprise and realize the possibilities of such an exposition.

Headed by one of the ablest salesmen in the leaf industry, and supported by a directorate of prominent and financially able business men, the Exhibitors' Association promises to produce a larger and more successful Tobacco Show in 1925 than any previously held.

While there is a wide divergence of opinion as to the merits of the Tobacco Show, there is one way to satisfy everybody. That way is for every branch of the industry to put every ounce of energy, enthusiasm and support behind the 1925 Show. Let everybody in the tobacco industry and its allied branches give the 1925 Tobacco Show a fair and thorough trial. Let us have a truly representative exposition.

If it is a success, provided there is real co-operation on the part of the industry, then the 1923 and 1924 shows have alibis that will stand in court.

On the other hand, if there is a real representative Show and it still fails to prove a success from the exhibitors' standpoint, then we will agree to put the lily in the National Exposition Company's hand and, if necessary, help carry them out.

One thing causes us mild surprise. It is the attitude of some of our contemporary editors who are supposed to have had wide newspaper experience, and if they have had it we believe if they are sincere in what they pass out to their readers they will agree with us.

This "anvil chorus" has been crying about the professional showman, among other things. We defend the professional showman on several points.

Staging industrial expositions is as much of a business as manufacturing or reporting. The risk involved in establishing annual trade shows is no burden for an amateur to assume, or for an industry to assume, for that matter.

According to how you view it, we were fortunate, or unfortunate, enough to have had several years experience on one of the most powerful newspapers in the country. We had almost a year of work among politicians.

We have seen business men elected to high office only to leave office a few years later discredited. They were put in office by politicians and removed by them. We have seen some of the ablest business men in the state absolutely buried under a landslide of votes which swept comparatively incompetent men into office.

It was a long time before it dawned upon us. Then we were gently told that politics is a business. It requires training and experience to become successful in it. The business man who gets in high office seldom arrives through his own sheer power, but by the grace of the political organizations that are willing to elect

(*Continued on Page 9*)

PHILADELPHIA.

CRESSMAN IN MERGER WITH MAZER

On Wednesday of last week plans were completed for the consolidation of the firm of Allen R. Cressman's Sons, of Philadelphia, with the Mazer Cigar Company, of Detroit. All the active officials of both concerns will remain in the new combination, which will be known as The Mazer-Cressman Cigar Company. According to the terms of the new agreement Henry Mazer will be president, Joseph F. Gallagher and Charles N. Cressman will be vice-presidents, Jacob Mazer will be secretary-treasurer, and Frank Cressman will be assistant secretary-treasurer.

The Mazer Cigar Company already has a chain of factories in the East and Middle West and this new merger will give a tremendous total in production of popular brands of cigars. Both companies have been very successful in the production of good cigars and a marked expansion of their production is expected.

MASTER TOBACCO POUCH COMPANY EXHIBIT ATTRACTS CROWDS

The exhibit of the Master Tobacco Pouch Company, manufacturers of the Dual Cigarette Maker and Tobacco Pouch, which has been described in these columns previously, drew the crowds at the Tobacco Show in New York like a magnet. Very often during the days of the show the aisle in front of the booth of the Master Tobacco Pouch Company was so crowded that it was impossible to pass until the demonstration was finished. Many of these pouches were sold at the show and much favorable comment was heard on this new article.

PHILIP MORRIS & COMPANY TAKE ON "RAMESES"

Arrangements have been completed whereby Philip Morris & Company will distribute the brands manufactured by Stephano Brothers, of this city. These brands are "Rameses" and "Stephano" cigarettes, and have been manufactured by Stephano Brothers for a great many years and are big sellers. The cigarettes will still be manufactured in Stephano Brothers' factory and with the excellent selling force of the Philip Morris Company behind them they should soon be in every good cigar store in the country.

Joe Carlisle, one of the star boosters for Bayuk Cigars, Incorporated, put in some time at the Tobacco Show in New York, and is now on an extended trip through New York State in the interest of his brands.

BOBROW BROTHERS HAD HANDSOME EXHIBIT

The exhibit of Bobrow Brothers at the Tobacco Show this year gave evidence of much thought in the preparation of the display in order to make it attractive. The background of the exhibit was rich black velvet and the various brands of the company were artistically arranged. The brands exhibited were "Bold," "Topic," "Recall," and, last but not least, "La Tosella." The exhibit was in charge of Emil Tauger and A. Sillett, who are representatives for Bobrow Brothers in New York City.

WOODEN CIGAR BOX BOOSTERS' CLUB HAD EXHIBIT

The exhibit of the Wooden Cigar Box Boosters' Club at the Show this year was a vast improvement over that of last year in so far as they had a greater variety of cigar boxes from all parts of the country on display. One of the features of the exhibit was a specimen cigar box showing the style used forty years ago. This feature was contributed by F. A. Heim, of Lancaster, Pa. There were two attractive girls in attendance at the booth of the Boosters' Club who distributed literature setting forth the superior merits of the wooden box for cigars over other containers.

GEORGE LEX JOINS "CONGRESS"

The many friends of George M. Lex in Philadelphia will be glad to learn that Mr. Lex has accepted the position of office manager for the Congress Cigar Company, this city, succeeding Miss Lenhart, who has held this position for some time but is resigning, effective February 1st. Mr. Lex was associated with the Forty-four Cigar Company in a similar capacity before its consolidation with the Consolidated Cigar Corporation, and has more recently been associated with the firm of Wm. Steiner Sons & Company, lithographers, of New York City.

ZIFFERBLATT BUYS "MADAME BUTTERFLY" LABEL

George Zifferblatt, formerly of the Emze Cigar Company, of North Fourth Street, has purchased the right, titles and interests in the "Madame Butterfly" label, together with a large quantity of supplies, and intends to manufacture cigars under this brand name.

A. N. Davis, of the Louis King Cigar Company, was a recent visitor in New York City.

NATIONAL BOARD OF T. S. A. HOLDS ANNUAL CONVENTION AND BANQUET

The National Board of Tobacco Salesmen's Associations held their annual convention at the Hotel McAlpin on Friday and Saturday, February 1 and 2, 1924. On Thursday evening, January 31, 1924, the convention opened with a mass meeting for members of the tobacco salesmen's associations as well as for non-members. This mass meeting was held at the Seventy-first Regiment Armory.

The newly-elected officers of the National Board of Tobacco Salesmen's Associations are as follows: President, Emanuel M. Freeman, Newark, N. J.; first vice-president, Edward J. Mulligan, Boston, Mass.; second vice-president, Leo M. Lehman, New York City; third vice-president, Abraham Brown, Newark, N. J.; secretary, Herman Goldwater, New York City; treasurer, Abe Blumberg, Baltimore, Md.

The following were elected on the Board of Governors: Emanuel M. Freeman, chairman, Newark, N. J.; Edward J. Mulligan, Boston, Mass.; Harry L. Whipple, Boston, Mass.; John Frischberg, Boston, Mass.; Leo M. Lehman, New York City; Albert Freeman, New York City; Max Berliner, New York City; Abraham Brown, Newark, N. J.; Jack A. Martin, Newark, N. J.; Thomas J. O'Neill, Baltimore, Md.; Jonas J. Ollendorff, New York City.

The National Board has prospered quite some in the past year and expects a 100 per cent. increase for this year as there are quite a few prospective branches in view.

A special committee on propaganda for further organization of local branches throughout the country was appointed.

The National Board went on record as being in favor of an annual tobacco exhibit as well as an annual banquet of the tobacco industry. The banquet to be held under the auspices of the National Board of Tobacco Salesmen's Associations.

Mr. Jonas J. Ollendorff, who has been president of the National Board of Tobacco Salesmen's Associations for the past three years, was presented with a fob in appreciation of his untiring efforts. Mr. Sidney J. Freeman made the presentation speech, which touched the hearts of every member present.

The annual banquet of the National Board of Tobacco Salesmen's Associations was held on Friday evening, February 1, 1924, at the Hotel McAlpin, New York City.

Unlike the previous banquet, ladies were present and a most enjoyable time was had by all present.

The following were the speakers of the evening: Police Commissioner of New York, Richard E. Enright; Admiral Chas. W. Plunkett, Commandant, Third Naval District; Hon. Hoke Smith; Hon. A. M. Loeb, president, National Council of Traveling Salesmen's Associations.

The dinner was followed by dancing.

MILLER, DuBRUL & PETERS EXHIBIT ATTRACTS

The machinery exhibit of the Miller, DuBrul and Peters Manufacturing Company, of Cincinnati, O., at the Tobacco Show, was crowded most of the time with manufacturers who were eager to learn more about the great savings that could be made by the use of machinery in the manufacture of cigars. The exhibit was complete in every detail and competent men were there to tell of the merits of the various machines and also answer any questions that might be asked.

Editorial Comment

(*Continued from Page 7*)

him. No business man can hope to reach office except with the aid of professional politicians.

Running trade shows is just as much a business as politics. We believe that the men to run such shows should be men of experience and ability in that line. Just what arrangement between the showman and the trade would be most beneficial is a question open for discussion. But with the present support, if there has been any profit, we can't see why there should be a split of the money. When the industry earns a right to a split, they will undoubtedly get it and can command it.

We have one suggestion for the Exposition Company, and the Exhibitors' Association. It is that a flat rate be figured out for space, including all the necessities to set up a standard booth. The extra charges for this and that, which are obligatory under the exposition contract, are not viewed by the majority of exhibitors in a kindly light.

U. T. M. COMPANY BANQUET SALESMEN AT WALDORF

The regular yearly conference of the salesmen and heads of departments of the Universal Tobacco Machine Company was held this year during the week of the Tobacco Show. The salesmen put in the best part of two days in the factory at Newark, where ideas were freely discussed and plans for this year's selling campaign were gone over. On Friday evening a banquet was given the salesmen and a few invited guests at the Waldorf-Astoria Hotel. Mr. George C. Sherman, president of the Universal Tobacco Machine Company, stated to a representative of THE TOBACCO WORLD that these conferences had always proven beneficial to the salesmen as well as to the company officials and that this year was no exception.

BAYUKS PUTTING ON "MAPACUBA" CAMPAIGN

An aggressive advertising campaign on "Mapacuba" cigars is being put on in this city by Bayuk Cigars, Incorporated. Over 5000 life-size cut-outs of a man holding a box of "Mapacubas" have been placed in stores throughout the city, and they are attracting attention.

Charles Bock, of the firm of Bock-Stauffer Company, Pittsburgh, Pa., distributors of the "Cinco" brand, was recently in Philadelphia conferring with Otto Eisenlohr & Brothers, Incorporated, in reference to extending the Pittsburgh territory to include Altoona and Johnstown.

Frank Eiseman, of the Eiseman Cigar Company, manufacturers of the "Men-de-Lion," is on an extended trip through Pennsylvania and the Middle West in the interest of his brand.

Howard F. Pent, president of the Coraza Cigar Company, manufacturers of the "Marshall Field," a Java-wrapped cigar, is on a trip visiting the jobbers of the "Marshall Field" as far West as Chicago.

DETROIT

New City Directory Just Published Shows Increase of 100,000 in Population—Wm. P. Freligh Dies—Vetterlein Brothers Representative Visits Detroit—Charles Lamb Meets With Accident—"Girard" Cigar Enjoys Good Sale in Dynamic City

Detroit, Mich., February 10, 1924.

DETROIT broadcasts its greetings. Men and women whose names are inseparably linked with the growth, progress, and prosperity of Detroit join in this expression of optimism. Industries, business organizations, observers and public bodies are unanimous in their belief that Detroit will steadily go forward and prosper through 1924. Greater Detroit, including Grosse Pointe Village, Highland Park and Hamtramck, has a population of 1,283,822 or approximately 100,000 more than a year ago, according to the 1924 city directory just issued. As is customary, it is necessary to record that the Smiths are our most popular family, having just 4800 listed. Mr. Coal and Mr. Coke are on the same page; they live in Detroit, as do Mr. Gin and Mr. Bitters. All the weather names are recorded: Blizzard, Wind, Blew, Cloud, Cold, Breeze, Freeze, Damp, Dew, Fairweather, Frost, Gale, Storm, Fogg, Gust, Hail and Snow. And according to all reports this is one of the wettest places on the map, as we have all kinds of weather.

The cigar fraternity of this city mourns the loss of one of its finest salesmen, William P. Freligh. Mr. Freligh was known throughout the State as Bill, and had a host of friends, who were shocked to learn of his death. He was associated with John T. Woodhouse & Co., and travelled a large section of the State. Mr. Freligh died in his forty-first year at St. Mary's Hospital in Chicago, on Saturday, January 26th. He was a member of Palestine Lodge, Michigan Sovereign Consistory and Moslem Temple, and a grandson of the late William P. Innes, of Grand Rapids, Mich. He is survived by his wife, Elizabeth, and two sons, William J. and Robert W., and three sisters, Mrs. A. J. Matter, Detroit; Mrs. G. R. Hobby, Brooklyn, N. Y., and Mrs. D. S. Mellows, Philadelphia.

John Sadler, representing Perfecto Garcia & Bros., Tampa, Fla., manufacturers of high grade clear Havana cigars, called on the trade here last week. John informs the writer that his brand is selling fine throughout his entire territory.

Eddie Klein, western representative of the Cortez Cigar Company, has been in our midst for a few days looking over conditions and booking many nice orders of "Cortez" cigars, for spring shipment. Eddie reports his brand to be in a very healthy condition through the Middle West.

Perry Bland, representing Vetterlein Brothers, Philadelphia, Pa., manufacturers of "La Cornelia" and "Saboroso" cigars, called on the trade here last week. Perry says he was greatly pleased with the business he is getting on these two well-known brands.

Jean Watson, of the Harry W. Watson Company, Flint, Mich., was on the list of out-of-town visitors who were sojourning in Detroit last week.

Fred Charles, representing The Charles Cigar Company, York, Pa., makers of "Mohawk Chief" cigars, has been with us for a fortnight looking over conditions on his brand.

Billy Burke, of the "Melachrino" department of the American Tobacco Company, has returned from a business trip throughout the Wolverine State. Billy reports "Melachrino" cigarettes to be growing in popular demand in every section of the State, and that he considers his brand to be in a very healthy condition.

J. C. Howard, of Faber, Coe & Gregg, Incorporated, New York City, N. Y., called on Detroit's leading retailers and clubs last week and reported a very satisfactory business on his high grade line of imported and domestic cigars.

CIGARETTE VOLUME DOUBLED.—Cigarette smoking has increased nearly 100 per cent. in Detroit if vendors' licenses issued by the police department is any indication, according to Lieut. Ora B. Tuttle, in charge of the license bureau. In January, 1923, 1643 licenses were issued for the sale of cigarettes, the total for January, 1924, is 2918.

Bill Fellner, manager of the cigar department of the Cunningham Drug Company's chain, reports a very successful business for the year 1923. According to information obtained, it was the greatest year the cigar department ever had. The pipe department, under the directorship of our good friend Bill, has grown by leaps and bounds, and is one of the busiest corners in Bill's section of the stores. The window artist of the chain is very good to Bill with his window displays, and many artistic displays of good briars and fine cigars occupy the stage which draws the shoppers to the Cunningham stores.

Rudy Hagle has accepted a position with the Charles F. Becker Company and will work the Gratiot Avenue territory on "Blackstone," "Webster" and "Robert Emmet" cigars.

H. A. McCrary, with headquarters in Kansas City, Mo., stopped off in Detroit last week, enroute from Tampa, Fla., and Porto Rico, where he has

(Continued on Page 19)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

TO dealers with a fine trade: An item in a newspaper states that several banks get prestige from the cigars they give to callers. They adopted a special name and buy their cigars by the box. The dealer furnishes them with a special label for these boxes, with the name of the brand and the name of the bank printed on the label, and also on the band of each cigar.

It certainly gives class and tone to the cigars. A caller receiving one feels that he is getting something very special and very fine, and it makes much more impression on his mind than would a more expensive cigar without these fixin's.

Couldn't you make a box-customer of your bank around this idea? Why not try an experiment, thusly:

Decide yourself on a good name for your bank's cigar, get a handsome blank label from some label manufacturer, take it to a good artist and have him letter the name in large beautiful letters, and also the name of the bank. Have your printer print the name of the cigar and the name of the bank on 50 bands; wrap them around the cigars and pack them in the box. Then go and present the box to the president of the bank with your compliments. Explain the idea to him and say you can furnish them that way at so much per box. You may land him for a good order. Give it a try, and write this department.

Pity the sorrows of the "idea hunter," who combs the business journals, and the inside—not the outside—of people's heads, to broadcast them to his readers.

Before me lays a high grade business paper, with two whole pages devoted to "The Methods of Successful Men." I pounced on those pages, with all the eagerness of a terrier on a rat; and after reading them I said, "Migosh, I'll be derned if they give me a single idea, they are that contradictory."

Cassatt, the railroad man, encouraged ideas from his track foremen and such, and gave them much consideration. Hennery Ford says he lays down principles and don't bother with details. John Wanamaker walked through his store with eagle eye, noted everything, no matter how small, listened to the talks of customers. Carnegie took great pains selecting his superintendents and paid no thought whatever to the details. Mitten, the famous street car man, gets clear down in the heart of details. Stephen Girard boasted that no detail was too small for him.

Can you get something of value from the above? You can if you have trained on idea-hunting. You can get two ideas. One, have vision and ideals and plan out your business. Two, pay keen regard to details until you have a large business and many workers.

Do you have a Talking Point, a sort of motto, for your store?

You should have, and it should be on your window, on your sign, on your wrapping paper and your stationery.

This may seem a little matter, but it ain't. It is big. It is important.

It gradually teaches customers the keynote of your business. If you have a fine trade, call yourself THE QUALITY STORE. If you specialize on low price, call it THE MONEY-SAVING STORE. If you are a social fellow and attract trade by your cheerfulness, courtesy and persiflage, call it THE STORE OF CHEER.

Trifles like this often cause business success.

A word to the clerk: If you are restless, discontented, thinking of changing into another work, here are four important questions for you to consider: Do I like the work? Do I come in close contact with my employer? Can I progress, or is there danger of running into a blind alley? If I work diligently and intelligently what position may I reasonably hope to occupy say in ten years?

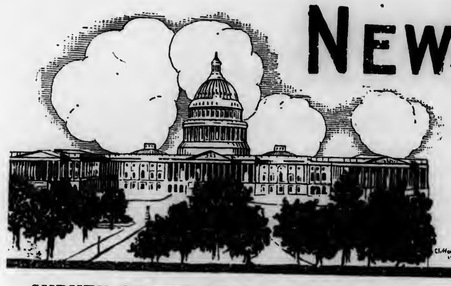
Let me say that a consideration of these fundamental questions will give you a feeling of contentment, provided YOU LIKE THE WORK OF INDOOR SALESMAN.

There are many advantages in being with a small establishment.

As to progress, that is ENTIRELY UP TO YOU. There is a great and growing demand for high-grade clerks. It is growing and will continue. Rewards are large and increasing.

If you will study the art of selling and merchandising, and become real proficient, and a first-class salesman, nothing can keep you down. That work and that field is as good as any you can enter. And one of three things will happen. The business will grow, you will be taken in as a partner, and your skilful work may build up an enormous business for the two. Or, you will start in business for yourself and work upward to success, or you will change into a larger establishment, perhaps into some other line, where a first-class clerk is needed, who will command first-class wages—and no one knows where you will stop growing. So there you are! The world is open to you. Go to it, and win.

(Continued on Page 24)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

SURVEY OF THE LEAF TOBACCO MARKET 1923-1924

AT this period when all factors in the tobacco industry are indulging themselves in the prospects for the ensuing year it is perhaps of interest to take a retrospective view of the industry and recount some of the important features of the preceding year since conjectures are based largely on past events.

On the whole 1923 was a satisfactory and profitable year for the tobacco industry in spite of the fact that the production of leaf tobacco in the United States was greater than any preceding crop with the exception of 1920.

Cigar Leaf

At the beginning of 1923 the outlook for a profitable year in the cigar leaf trade was not very bright. The stocks on hand amounted to about 346,000,000 pounds of cigar leaf with prospects for an abnormal production not only of domestic leaf but the crop of Porto Rico was estimated to produce about 26,000,000 pounds which is the largest yield in the history of the island. The crop of Sumatra which was marketed during the first half of the year in the Netherlands was reported to amount to 204,000 bales of which a large percentage was suitable for the American trade.

During the first months of the year production of cigars began to show a pronounced increase over the same months of 1922 which continued for the first half of the year. This exerted a most favorable influence in the industry, and the market on unsold stocks of domestic leaf was stimulated to an extent that most of the crop was readily lifted from first hands at good prices. Moreover with stocks of Sumatra leaf at a low point our importers increased their normal purchases of this tobacco at high prices and it is probable that our total imports of these wrappers for the year amounted to more than 40,000 bales. Though the annual demands of the United States and Canada are not sufficient to absorb this quantity of Sumatra wrapper it does not indicate that there is a large carry over in view of the fact that inferior packing of the last crop has resulted in a lower yield of desirable wrappers. This also increased the cost to our importers.

Perhaps the most disappointing situation in the leaf market during the year was presented by the Havana crop. At the beginning of the season it was estimated that a large crop of desirable tobacco would be harvested, but owing to unfavorable weather conditions the yield fell below expectations and the quality of the crop did not measure up to earlier hopes. In order to secure their requirements our importers were forced to enter the market early and pay very high prices for their purchases.

The yield of Porto Rican leaf measured up to the early estimates for a very large crop and was perhaps equal in quality to any crop ever produced in the island. However, several previous crops had been insufficient either in quantity or quality to meet the demands of the trade and stocks of old tobacco were virtually depleted when the new tobacco came into the market. Realizing these conditions and being aware of the situation in Cuba the growers held out for exceedingly high prices which obtained in the Porto Rican market throughout the season. Consequently the manufacturers acquired their stocks of this tobacco at prices as proportionately high as those paid for Cuban leaf.

Influenced by these conditions and on account of the decreased production during the preceding year, high prices obtained in the domestic markets for cigar leaf. The lack of sufficient quantities of better grades was the cause of much concern to manufacturers since the Connecticut and Wisconsin crops contained a large percentage of inferior tobacco.

In 1923 production of cigar leaf will amount to about 195,000,000 pounds, according to estimates of the Department of Agriculture, as compared with a yield of 175,000,000 pounds in 1922. This is a pronounced decrease under the September estimate of the crop which is largely due to the damage by frosts in Wisconsin and Ohio. The quality of the crop is perhaps better than for many years, and the prices paid to growers so far for the new crop have been high.

The new Sumatra crop which will enter the market at an early date is estimated by growers to be 190,000 bales with an appreciable smaller proportion of grades suitable for the American trade than was available in the 1922-23 crop. Some difficulty has been encountered by growers in both Porto Rico and Cuba in planting the intended acreage owing to unfavorable weather, but it is not believed that the size of the crop has as yet been materially affected. The latest report from the loss to the Philippine tobacco crop in Cagayan Valley by a typhoon in November may be as great as 40 per cent. This might serve to stimulate the production of low price cigars which has been encroached upon severely in the last few years by the cheap Manila cigar.

Final reports on the manufacture of cigars for the calendar year 1923 by the Bureau of Internal Revenue disclose that production of cigars exclusive of small cigars, which amounted to 506,296,761, was 6,998,186,803 as compared with 1922 production of 6,892,608,654.

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THE ANTHRACITE REGION WILKES-BARRE SCRANTON HAZELTON

JOSEPH "Joe" Yeager, of the J. M. Yeager Tobacco Company, is sure some fine boy. Joe, who is general manager of the above company, tells me that their business is forging ahead day by day. He claims his business is far ahead of the year 1922. Men of Joe's type are always wanted in the cigar and tobacco business. The J. M. Yeager Tobacco Company handles everything in the tobacco game, as well as candies and many novelties.

Conrad J. Ramsey has recently bought over the Topic Cigar Store of Wilkes-Barre, Pa., formerly conducted by Rosenthal Brothers. Mr. Ramsey has made many improvements in his store. Although new in the cigar business, he goes at it like an old hand. Mr. Ramsey is an expert billiard player. He claims he likes the cigar business, and says that he is like an old man 90 years old; can't go out nights, got to tend to business. To make a success of any business you have to "tend" to it.

The First Annual Ball of the Wilkes-Barre Fire Department was recently held in the armory and from the attendance there they must have made a thousand or two. Chief Hochrieter can be given full credit in the way he managed this affair, which proved a big success. The proceeds of this ball goes into a sinking fund for all sick and disabled firemen.

We wish you a larger crowd at your next affair.

Maurice Ziegler, former proprietor of the Colombo Cigar Store and barber shop, on the square for the past twenty-two years, is now enjoying a month or so on the islands of Bermuda. Mr. Ziegler has his wife and youngest son along. We don't know what he intends to do upon his return from Bermuda, but we wish him good health. The Colombo is now being run by the two enterprising boys, Jacob Grop and Charles Popky. We wish 'em luck.

Diamond Bill sez, "We thank you to say, we saw our 'write-up'" in Diamond Bill's column of the TOBACCO WORLD.

The United Cigar Stores' only store in Wilkes-Barre was recently handicapped in business "for a few days only," by a fire in the office buildings over head. The fire was caused by bad electric wiring and most of the damage done to the "United" was from water.

Fred Gutendorf, local manager, says the damage will amount to a couple of thousand dollars. The store now is open as usual and doing a wonderful business.

Cuesta-Rey, "bonded" Havana cigars, are now being distributed through the coal fields by the Scranton Tobacco Company.

Harry Blum's "Natural Bloom" cigars (in all sizes), are being pushed by the Liberty Tobacco Company, Scranton, Pa. "Al." Hoffner, the local salesman, is a great believer in the adage "never say die." "Al." works from early morn 'till late at night and is always working hard for his concern.

The United Chain Stores, who, until recently, conducted several cigar stores throughout the coal fields, have gone where a good many schemers go—"up in the air." This concern was apparently a stock selling scheme. At the finish there were plenty of liabilities but few visible assets. The fixtures in their stores were sold to persons who contemplate going into the retail tobacco business, and much of their stock was returned to the jobbers. This concern has no connection whatever with The United Cigar Stores.

The Star Tobacco Company, Wilkes-Barre, Pa., report a tremendous increase in business on their "Blackstone" cigars (in all sizes). It is now one of the largest selling cigars for this company. Mr. E. A. Stroud, of the Star Company, reports his business good and collections fine.

A six weeks' advertising campaign of the ever famous "44" cigar distributed in this part of the state through the Sperling Tobacco Company by the Consolidated Cigar Corporation, will be started next week in the *Times-Leader*, Wilkes-Barre's leading evening paper. Recent improvements in the smoking qualities of the "44" cigar have induced the Consolidated Cigar Corporation to conduct a nation-wide advertising campaign.

It is a complimentary recognition of the Wilkes-Barre *Times-Leader* to be chosen to carry the local sales message.

Harry Sperling, of the Sperling Tobacco Company, is much pleased over the fact that the Consolidated Cigar Corporation is going to give the "44" such advertising. The old saying goes on just the same, "Keep on telling 'em, and you'll keep on selling 'em."

William Moaks (known as "Billy" to all his trade), of the Star Tobacco Company, is proving his worth as a "Jim dandy" salesman for the above concern. Billy sure does sell a lot of merchandise. His two big features are the "Blackstone" and "Muriel" cigars.

Jack Bennett, popular light-weight fighter, of Wilkes-Barre, has opened a cigar store and billiard room, and is ready to welcome all his friends there. Bennett has had a very good career in the ring. During the war he joined the navy and made ready to do some "real" fighting. While in the service Jack was a boxing instructor. All of his admirers are wishing him success in his new business. So does "Diamond Bill." Call and see us Jack.

S. A. Dougher, factory representative for the R. J. Reynolds Company, manufacturers of the big selling brands "Prince Albert" tobacco and "Camel" cigarettes (also fifteen or twenty other brands), was a

(*Continued on Page 18*)

Second Annual Tobacco Show Pronounced Success By Exhibitors

The annual Tobacco Exposition opened its second event at the 71st Regiment Armory, Monday, January 28th and continued for the week, closing on Saturday, February 2d.

The consensus of opinion throughout the show from the opening day was that the second exposition was an overwhelming advance and improvement over the first exhibition held last year at the Grand Central Palace.

The 71st Regiment Armory, well located at Park Avenue and Thirty-Fourth Street, with a subway station at the door and a crosstown surface road, connecting with all the lines of the city, placed the exposition within easy access of every section of the city and all the railroad terminals from every point of the compass.

The armory is also in the heart of the business and hotel districts of the city.

An excellent orchestra provided a concert every afternoon and evening. Gertrude Van Diense, a singer of national reputation, also provided a vocal program every afternoon and evening and Vincent Lopez with his famous Hotel Pennsylvania orchestra, was obtained for one special evening.

The height of the armory and the more spacious quarters in every respect gave the Tobacco Exposition a more attractive appearance and permitted of greater latitude to Decorator George Koch in overhead or roof decorations as well as in the construction of booths.

The show management kept every promise made of improvement in every feature and essential of the second exposition under their control over the first exhibition.

Improvements were conclusively demonstrated in the exhibition hall, location, advertising, publicity and general exploitations, decorations, music and other special amusement features or attractions, and in attendance.

It can safely be said that no other exposition held in New York, with the single exception of the automobile show, had more advertising or general exploitation than this year's tobacco exposition.

In addition to the general newspaper advertising and news publicity, including a dozen or more special news features, photographed and distributed by practically every newspaper syndicate in the United States, the show maintained a dozen huge painted signs in the principal section sof the city, such as Times Square, Columbus Circle, Greeley Square and others; several thousand lithographs were posted throughout the city; several thousand window cards were distributed in stores, and one of these cards were furnished for each of the stores of the The United Cigar Stores Company and the Schulte chain. This in itself was a big advance in the show's advertising over last year.

The big punch advertising, however, in addition to several hundred thousand complimentary tickets distributed to issue trade, retailer and general consumer attendance, was the placing in all the cars of the subway and elevated systems of special posters advertising the show and giving explicit directions how to reach it from every section of the city. No other exposition, except the automobile show, has had this subway and elevated special poster advertising.

The holding of the exposition has given the tobacco industry tremendous exploitation, not only in New York but throughout the country.

The most conclusive proof of the improvement in the exposition over the first attempt of last year is found in the talk that started in the middle of the week, about next year's show—talking about it enthusiastically and hopefully before the present one was over.

The Cuban government has already appointed a commission for next year's exposition, as has the Brazilian government, where tobacco is rapidly growing and is expected to equal the coffee industry.

The Government of Paraguay, the Pan-American Union of tobacco growing states, the New York County, Pennsylvania Growers, the Dark Belt Tobacco Growers are among those signifying an intention of exhibiting next year.

The Philippine Government Bureau and also Porto Rico are already discussing more exclusive and elevated plans for next year's tobacco exposition.

A Tampa, Fla., committee, Binghampton committee, Key West, Fla., committee, and a York county committee are already being organized for the next show, which is already assured of the hearty cooperation of the Retailers' Association and a special committee of prominent manufacturers, including those who exhibited this year, many of them for two years, and being well pleased with results and augmented with many who have not yet been exhibitors, but state they will be included in next year's exposition, which the National Exhibition Company as managers, promise to make still bigger and better in all details than this year.

LINCOLN & ULMER DISSOLVE

The firm of Lincoln & Ulmer, cigar manufacturers, announce the dissolution of the firm, effective January 30th. Mr. Lincoln has not announced his plans for the future, and Mr. Ulmer will continue the manufacture of the brands of Lincoln & Ulmer in a smaller way in his own branch factory. The plant at 109 Prince Street, New York City, will be closed.

H. COMOY DIES

Henri Comoy, founder of the firm of H. Comoy & Company, pipe manufacturers, of London, Eng., died in London on January 25th. Mr. Comoy came to London in 1879 and engaged in the manufacture of briar pipes. Mr. Comoy retired from the firm several years ago but he always retained a strong interest in the manufacture of pipes and was consulted on all important details of the business up until the time of his death.

A Good Start For Right Results

After all nothing satisfies like a good cigar

If it comes in a SPANISH CEDAR BOX, it should be a Good Cigar.

Seventy-five per cent of the Average Smoker's doubts about a Brand he doesn't know, are dispelled at once when the Cigars are presented for his choosing and selection in a SPANISH CEDAR BOX.

Good Cigars deserve a Good Start. Continued patronage follows maintenance of High Standards.

To Invite Attention to your Brands, use SPANISH CEDAR BOXES.

"Spanish Cedar Cigar Boxes Make Good Cigars Better!"

(ADVERTISEMENT)

"JOHN RUSKIN" BACK TO FIVE CENTS

The most outstanding event of the day in the tobacco industry is the reduction of the price of "John Ruskin" cigar from eight cents to five cents.

This slashing of the price of one of the most popular cigars in the country has created a sensation in the trade and among the smokers themselves. It is unlikely that such a move has precedent in the business.

According to the statement of the I. Lewis Cigar Manufacturing Company, 165 Morris Avenue, Newark, N. J., decision to reduce the price of "John Ruskin" was reached following long consideration of the matter.

Stabilized markets and the increasingly enormous output enables the Lewis Cigar Manufacturing Company to bring "John Ruskin" back to the original price of five cents.

Increasing tobacco costs incident to the war conditions resulted in the price being raised to six, seven and then to eight cents.

When the increase was made, the manufacturer promised "Ruskin" smokers that as soon as conditions warranted, the price of five cents would be restored.

Mr. Lewis has kept faith with his patrons.

Mr. Lewis was particularly elated to be able to fulfill his promise at this time—when the whole country is tending towards a lowered cost of living and reduction of income taxes.

"At eight cents," said Mr. Lewis, "'John Ruskin' was excellent value. At five cents 'John Ruskin' is unquestionably the greatest cigar value in the world."

That the world of smokers is enthusiastic over Mr. Lewis's step is evidenced by the increased sales that have been reported throughout the country.

SPORT BRIAR PIPE EXHIBITED

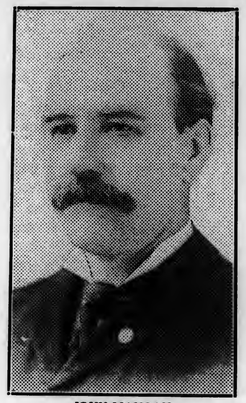
The Sport Briar Pipe Company, of New York City, exhibited the new Sport Briar Pipe at their booth at the Tobacco Show in New York and received a good deal of attention. This new smoker's article is a pipe made in the shape of a cigar and is lighted in the same manner as a cigar. The pipe can be placed in the pocket when lighted without the slightest danger of burning your clothing, and likewise there is no possibility of the ashes blowing in your face and eyes even in the highest wind, or when riding in an automobile.

The tobacco container, or bowl of the pipe, is separated from the mouthpiece by a good-sized absorbent, which filters the smoke before it enters the mouth. The exhibit was in charge of John Laird, Jr.

DETROIT PLANT OF MAZER CIGAR COMPANY DESTROYED BY FIRE

The four-story plant of the Mazer Cigar Manufacturing Company, located at Grandy Avenue and Theodore Street, was destroyed by fire on Wednesday, February 6th. The loss is estimated at $200,000, which is said to be covered by insurance. The factory, which covers nearly half a block, had been emptied of its employees only a short time before the fire broke out. The fire was discovered by a watchman in the basement, who sounded the alarm. Fire alarms were turned in, bringing fire companies from all parts of the city. The factory was owned by the Mazer Cigar Manufacturing Company. Its officers are Henry Mazer, president; H. C. Hartway, vice-president, and Jacob Mazer, secretary and treasurer.

DETROIT CIGARIST DIES SUDDENLY



JOHN MANGAN

The trade was greatly shocked on Monday, February 4th, to learn of the sudden death of John Mangan, proprietor of the cigar stand in the Free Press Building. He was sixty-eight years old and is survived by his widow, Mrs. Lillian Mangan; a sister, Mrs. Nellie Jones, of St. Louis; and a niece, Mrs. Charles Taepke, of Chicago. During the ten years that he sold tobacco and magazines at the stand in the Free Press Building corridor Mr. Mangan became a familiar figure to thousands of downtown business men.

CARDWELL MACHINE COMPANY HAD INTERESTING EXHIBIT AT SHOW

Those of you who did not visit the Tobacco Show held in New York City from January 28th to February 2d, inclusive, missed an opportunity of seeing and comparing the several labor-saving devices that were exhibited. One interesting exhibit was that of the Cardwell Machine Company, of Richmond, Va. This company has been developing equipment for the improvement of the tobacco industry for a number of years, and had on exhibition and in operation at the show the Cardwell Scrap and Nail Cleaner. This machine was built to clean sweepings, etc., and it does this by separating the coarse and the fine tobacco and deposits the coarse tobacco on a table where it can easily be inspected and the bits of twine, paper, feathers, etc., can easily be picked out. This machine is a labor saver and soon pays for itself. The Cardwell Company also had on exhibition a hand and foot tobacco cutter, adaptable to the requirements of those manufacturers who insist on neat uniform packages, and it can be adjusted to make any size or shape.

LESCHEY-MYERS CIGAR BOX COMPANY EXHIBIT

The exhibit of the Leschey-Myers Cigar Box Company, of Ephrata, Pa., excited considerable attention at the Tobacco Show in New York City during the week of January 28th to February 2d. The exhibit was somewhat of a surprise in its attractiveness and much favorable comment was heard. The special features of the exhibit were a combination humidor box for cigars, which consists of a moistener built into the cigar box to keep the cigars in perfect condition for a long period of time, and also the special L and M cigar box top, which is guaranteed by the Leschey-Myers Company not to warp, as some tops do.

EAST PROSPECT CIGAR COMPANY HAS EXHIBIT AT SHOW

B. M. Hannigan, of the East Prospect Cigar Company, was in charge of the exhibit at the Tobacco Show, in the interest of their brand "Epco." Mr. Hannigan did not miss the opportunity, while in New York, to visit the Water Street leaf market.

RELIABLE FIRMS OF
YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., February 11, 1924.

WE have been sounding out the different views from those who had visited the Tobacco Show, held at New York just recently, and we learn that most of them were more than pleased with the fine showing made by the exhibitors. A goodly number of manufacturers have declared themselves and say they will surely be numbered among the exhibitors at the next big show, which without a doubt will far excel anything heretofore attempted in our industry. Certainly our tobacco industry is worthy of the best efforts of all those connected with the different branches.

It would seem to us that no firm is big enough or strong enough to step aside or shirk its share of efforts to make possible an allied cigar and tobacco exposition, equal to any other trade exposition. Come to think about it, do you know of any other industry with such a vast army of people connected with its various branches, from farmer to the happy consumer of tobacco? Is there a more honorable business (when honorably conducted) than our tobacco business? So let us one and all work together for the best interests of our industry.

We were gratified to learn at the meeting of exhibitors, when they formed a permanent organization, in other words, a "boosters' club," for an annual exposition; a trade show that will create more friends, and more friends mean more consumers of our products.

Even if the cost of a trade exposition means an outlay of some size, and if the exhibitor at the time does not see any direct or immediate returns, will any one say it does not pay? Does the farmer look for his crops the same week that he ploughs his fields? Isn't showing your goods and advertising them the same as ploughing your fields? And does not the farmer get his best crops where he has expended his best efforts?

Think it over and when the next tobacco show is held, be sure that you are with it with heart and soul.

Jos. Wedeles has been making his visits with W. L. Toomey, their representative in this territory, and has closed many large deals on their line of Florida wrappers. The "Round Tip," of which they raised

(*Continued on Page 18*)

York County Notes

(*Continued from page 17*)

considerable, is about all sold out; this particular grade has taken well with cigar manufacturers, owing to its better yielding qualities.

H. J. Roth, McSherrytown, reports business very good, especially so on his brand, "Thomas Nelson," an eight-cent cigar, handsomely packed in a *boite nature* box. This package is so attractive and stands out so conspicuously that it is sure to be a big seller.

The Read Machinery Company, York, Pa., are putting out what we consider a very useful machine to the manufacturer of cigars. This paste mixer was shown in operation at the Tobacco Show; it will mix the paste, removing all lumps, making it smoother to work and thus avoids tearing of wrappers at the heads of cigars, which is often the case with the old way of mixing paste. Several of the larger factories have installed these mixers and report very satisfactory results. Full information can be had by addressing factory, Read Machinery Company, York, Pa.

B. M. Hannigan, East Prospect Cigar Company, also one of the exhibitors at the Tobacco Show, seemed very much pleased and reported having secured some mighty good accounts through his efforts at the show.

So far as Jay Bee Animated Advertising Company is concerned, we want to say that we were so well pleased with our results at the show that we are arranging to exhibit at the same place week of March 3d, Perfume Exhibit. Also, we will be at our own York County Auto Dealers Show, to be held February 16th to 23d, and among our subscribers with cards on our board, the cigar and tobacco firms run first. We are using the cigar slogan, "After all, nothing satisfies like a good cigar," this space being taken care of by ourselves, because of the fact the cigar business was always our first love and our baby business; hence we play that sign up strong.

JAY BEE.

EXHIBITORS' ASSOCIATION FORMED TO PUT OVER SHOW FOR NEXT YEAR

At the Tobacco Show held in New York City two weeks ago steps were taken to assure a bigger and better show for next year, when a meeting of the exhibitors was called in the office of the manager on Saturday at noon, and an exhibitors' association was formed to boost for the next show. The association will be known as the Allied Tobacco Exhibition Association of America, and the following officers were elected: Samuel W. Levine, of H. Duys & Company, president; Albert Freeman, of S. J. Freeman & Sons, vice-president; Oscar T. Voigt, of Heywood, Strasser & Voigt, vice-president; R. T. Tanner, of *Tobacco,* vice-president; George Messerschmitt, of the Rochester Folding Box Company, vice-president; James Regan, of the Universal Tobacco Machine Company, vice-president; J. F. Vazquez, of the Porto Rican Government Tobacco Guarantee Agency, vice-president; H. J. Goldwater, of the National Board of Tobacco Salesmen's Associations, secretary. At a later meeting held the same day Mr. Levine announced that he had appointed a committee consisting of Jos. Cullman, Henry Duys and C. A. Speakman, to wait on some of the larger manufacturers, dealers and members of allied trades in the interest of the next show.

The following were selected as members of the board of directors: Jos. Cullman, Henry M. Duys, P. V. Hoyle, Charles Bobrow, C. A. Speakman, Harry Cochrane, Albert Freeman and Samuel Levine.

It is expected another meeting of the association will be called in the very near future when plans will be outlined for making the next show a tremendous success.

A petition was signed by practically all of the exhibitors at this year's show asking the T. M. A. to use its best efforts in behalf of the show to be held next year.

Wilkes-Barre News

(*Continued from Page 13*)

recent visitor through Wilkes-Barre and the coal fields. Mr. Dougher has their full lines of smoking, and chewing tobaccos as well as their cigarettes.

Mr. Dougher has been with his company for the past five years.

Men of Mr. Dougher's ability are of real value to such a concern as the R. J. Reynolds Company. He sure is a rustler. Call again and pay us another visit; you're always welcome.

John Nolan, who, until recently was district representative for the American Tobacco Company, has resigned his position with the above concern and has now taken a well-deserved position with the well-known and popular Alexander-Wills Company of Wilkes-Barre. Mr. Nolan was made sales manager for the Alexander-Wills Company and should prove a big asset for the above concern. John has a winning way and sure knows how to please. His big job will be the "Della Casa" cigar, manufactured by the El Predomino Cigar Company. This cigar is proving very popular wherever put and with Mr. Nolan's knowledge of the tobacco game, he should have this cigar placed in Luzerne, Lackawanna and Carbon counties big.

We wish Mr. Nolan lots of success in his new position.

Edward Ell, who has been conducting a cigar store and barber shop here for a number of years, is going to move into larger quarters and add to his ever-growing business a billiard room. More power to you Eddie.

In the next issue of THE TOBACCO WORLD, *"Diamond Bill" will have an interesting story about "A Man And His Pipe." Look for it.*

Ollie Davis, who has been working for the Tobacco Products Corporation (now the American Tobacco Company), is working harder than ever. But Ollie claims the more he gets to do the harder he works; and from all appearances around here he surely is doing what he claims.

Ollie has all brands of cigarettes and tobaccos. His big feature this month is the "Johnnie Walker" cigarette.

With kindest regards as ever,

DIAMOND BILL.

RUYERA LOPEZ HAS PUBLIC SALE

The equipment of the Ruyera Lopez factory, on North Third Street, this city, was sold at public sale on February 5th, from which the sum of $632 was realized. A receiver was appointed for this firm a short time ago.

Detroit News

(*Continued from Page 10*)

been sojourning for several weeks. While in the southern territory H. A. made contracts with several factories to represent their brands in the Middle West.

Jack Planco, of the firm of Ruy Suarez & Co., manufacturers of the famous "Planco" cigars, has been in our midst for a few days, making the rounds with Ralph Damon, Michigan representative for the "Planco" cigar.

The many friends of Charles Lamb, of the Peninsular Cigar Company, regret to hear of the injury to his knee, which happened when his firm moved into their new home on Baltimore Avenue. I am told the "Precious Lamb" was anxious to demonstrate to his superiors that he was as good a mover as he is a salesman, but came to grief when the axe he was wielding entered his knee. Time was called and Charles was exported to his home on Kentucky Avenue to recuperate. According to last reports the "Lambs" are doing well out in Kentucky.

R. J. Seidenberg, of the R. J. Seidenberg Company, Buffalo, N. Y., who operate the cigar stands in the chain of Statler Hotels, was on the list of visitors here last week.

Irving Hahn, of R. Steinecke Company, has been with us for a few days, looking over conditions on his brands. Irving enjoys a splendid business here and his brands are sold by all the leading retailers and he is well represented in all the leading clubs in our city.

Frank McCumber, formerly assistant general manager of the Recreation Bowling and Billiard Company, located at Lafayette Boulevard and Shelby Street, has taken over the cigar store and stands and soda fountains located throughout the building. Mr. McCumber will operate the store and stands under his own name, and will feature many private and imported brands, as well as all the local and popular brands. The trade extends to Mr. McCumber their best wishes for success in his new adventure.

Dan Williams, of the pipe department of the United Cigar Stores Company, New York, N. Y., has been sojourning in Detroit for some time looking over conditions of the pipe business in their chain store here. Our good friend Henry, district manager for the United Stores in the city of Detroit, had Dan in tow, showing him the sights of the city, as well as giving him all the business data available on pipes. I am informed by good authority that Dan is an expert in the pipe industry and an authority on all kinds of roots of the briar family.

Geo. Meigs, of A. Amo & Co., Tampa, Fla., has returned from the South accompanied by his partner and bodyguard, Jim Williams, who boosts the "La Amo" cigar through Michigan and Ohio. We all remember Jim's last trip to Tampa, which was also his first, the glowing accounts of what was doing in the southern metropolis and the things he saw at Palm Beach are well remembered. This year's story will be put up in book form, with illustrated pictures, exclusively for the cigar trade.

J. B. Pace (Waitt & Bond, Incorporated), "Blackstone" ambassador for the State of Michigan, is doing some very effective work here on this well-known and popular brand. The Charles F. Becker Company are the local distributors of the "Blackstone" cigars, and, according to reports, the Detroit smoking public is taking favorably to this brand.

"El Verso" and "San Felice" cigars, products of the Deisel-Wemmer Company, Lima, O., are enjoying a good sale, as well as a wide distribution in Detroit. Lea & Cady, Incorporated, are the Michigan distributors of the Deisel-Wemmer Company's brands.

Charles "Willing Hustler" Robinson, local branch manager for Bayuk Cigars, Incorporated, reports an ever-increasing demand for "Havana Ribbon," "Philadelphia Hand Made," "Prince Hamlet," "Charles Thomson" and "Mapacuba" cigars. All of these brands are well advertised and have a splendid distribution here.

"Girard" cigars, "good to the last inch," the product of Roig & Langsdorf, Incorporated, Philadelphia, Pa., and distributed on the Detroit market by the Howes-Shoemaker Company, are enjoying a very nice sale here. According to the report from Mr. Shoemaker, the "Girard" cigar is repeating rapidly in sales and making many new friends every day.

R. R. "Dick" Tobin, representing the Falk department of the American Tobacco Company, has returned from a trip to the New York office at 111 Fifth Avenue, where he was called in to attend a conference of salesmen.

The writer has just received a radiogram from our good old side-kick, Bob Ellis, that he is Detroit-bound with the sample line of San Martin & Leon, Tampa, Fla. Bob has just signed up with this well-known firm, and will have the *nom de plume* of general northern representative. We extend to him our best wishes for success in his new connection.

Advance cards from the boys on the road are arriving daily, stating that they are Detroit-bound, with the finest line of samples ever shown, sharp pencils and plenty of order pads. So Mr. Retailer, get ready, traveling expenses are high, and the boys need orders.

Yours truly,

Mike of Detroit

THE TAX SITUATION IN WASHINGTON

In Re Articles Mounted or Fitted With Precious Metals or Imitations

Supplementing our special bulletin of a few days ago concerning the tax bill as agreed upon by the Ways and Means Committee, we desire to call attention to the fact that while the bill as agreed upon provides for a continuation of the 5 per cent. tax on articles "made of or ornamented, mounted or fitted with precious metals or imitations of or ivory," a proviso has been added that this tax shall *not* apply to "articles sold or leased for an amount not in excess of $40."

In other words, no tax will be imposed upon articles made or ornamented, mounted or fitted with precious metals or imitations thereof if the sales price is not in excess of $40.

The bill provides that this provision shall become effective on and after the expiration of thirty days after the enactment of the act.

No change, however, has been made in the excise tax on "cigar or cigarette holders and pipes, composed wholly or in part of meerschaum or amber, humidors, and smoking stands" which remains at 10 per cent.

TOBACCO MERCHANTS ASSOCIATION OF THE UNITED STATES.

William Peacock, of the Herbert Shivers Cigar Company, was seen at the Tobacco Show in New York and also in the Water Street leaf market.

INTERESTING FACTS OF THE TOBACCO INDUSTRY FROM SEARS-ROEBUCK FOUNDATION

More than fifty billion manufactured cigarettes were smoked in the United States last year, to say nothing of the billion that were "rolled." This is seven billion more than were consumed in 1922, according to the Sears-Roebuck Agricultural Foundation. The increasing use of cigarettes by women is directly responsible for several of the additional billions smoked in 1923.

During the first eleven months of last year 60,220,710 cigarettes were produced, which is eight billions more than were manufactured in 1922. This is an increase of fifty-five billion over the production figures of 1905. In 1910 the United States was producing around eight and one-half billion cigarettes annually. In 1917 the total production was in excess of forty-four billions, of which thirty-seven billions remained at home. Now production has reached the sixty-billion mark.

Consumption of cigars and smoking tobacco also has increased. In 1890 the production of cigars exceeded four billion, and in 1901 six billions were produced. Seven billions were manufactured in 1906, but since that date the increase has been small. Last year the total production was almost nine billions.

In the last thirteen years cigarettes show an increase of 663 per cent. in production and cigars 27 per cent., while the population of the nation gained only 18 per cent.

Production of smoking tobacco used mostly for rolling cigarettes, as well as for pipe use, has increased from 85,000,000 pounds in 1897 to 359,824,765 pounds during the first eleven months of 1923. The production of snuff has steadily gained. In 1897 the output was 14,000,000 pounds, in 1918 it totaled 37,000,000. The production in 1923 was about 37,447,441.

Chewing tobaccos are being elbowed off the market. The production of plug for chewing reached its maximum as early as 1897 and in recent years has shown a tendency to decline. The use of tobacco for chewing is giving way to smoking.

Per capita consumption of tobacco is steadily gaining: it has increased 22 per cent. in the past two years. Before the Civil War per capita consumption was less than four pounds, during the five-year period ending with 1913 it has increased to seven pounds, between 1917 and 1921 consumption averaged 8.5 pounds, last year it was around 10.3. There are today more than 30,000,000 users of tobacco in the United States.

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
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After all nothing satisfies like a good cigar

WHAT THE PUBLICITY DEPARTMENT OF THE NATIONAL CONFECTIONERS' ASSOCIATION IS DOING TO BUILD THE HOLIDAYS INTO BIGGER CANDY BUYING DAYS

The publicity department of the National Confectioners' Association was organized for the purpose of helping the retail confectioner to sell more candy. A careful investigation of conditions and selling methods within the industry was made and it was found that the candy business had its ups and downs with the different seasons, which seasons were built about the holidays. Any day in the year a retailer can increase his candy sales by window display, store display, special sales and window advertising, but when the retailer can tie up with this effort, some suggestion to the buying public, that has behind it a practical reason or an effective sentiment, then his work will be much easier and much more productive because of the added response of the candy-buying public.

Candy is largely bought on the impulse. Of course, there are many people who have a natural desire for sweets who buy candy for that purpose, but many people buy candy when they haven't in mind making a purchase and this buying is stimulated by display, advertising and suggestion. It was found after carefully investigating the matter that the holidays offered unusual opportunities to the confectioners to increase their candy sales and so the publicity department of the National Confectioners' Association set to work to make the holidays pay.

It is well known that Christmas is a time at which much candy is sold. This is due to the fact that candy is given as Christmas presents and is used in stockings, etc., and so Christmas Day fits into the suggestion that candy be given as a Christmas gift.

The demand for a special kind of candy known as Easter candies on Easter Day has grown to such volume that manufacturers start to prepare their lines and produce their goods long previous to the Easter season in order that the demand may be met. When it is considered that Easter candies are candies that sell only at Easter time, have no sale after Easter, it shows what happens when the candy-buying public concentrates its purchases with a purpose behind them.

Christmas Day and Easter Day bring about two big seasons in the candy industry and in order that the sales of the industry may be larger and better balanced it is necessary to have more seasons and by this, of course, is meant more holidays upon which the consumers will buy more candy.

St. Valentine's Day is a day of remembrance and there is no reason why people will not remember others with candy as a gift as well as with printed cards, and, in fact, candy is preferred, so the slogan, "MAKE CANDY YOUR VALENTINE," was broadcasted by the National Confectioners' Association all over the United States and special packages and special goods were prepared for St. Valentine's Day, and this day is going to be a big candy-buying day.

MORGAN BUYS "LOZANO" LABELS

It has been announced that the labels of the famous Lozano brands, formerly manufactured by F. Lozano & Son, of Tampa, Fla., have been bought by the Morgan Cigar Company, of the same city, and are now manufacturing the clear Havana cigars in their own bonded factory. All signs point to a nice business on this class of goods in the future.

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The mechanical operation of placing bunches in moulds automatically is not an unusual principle. But the

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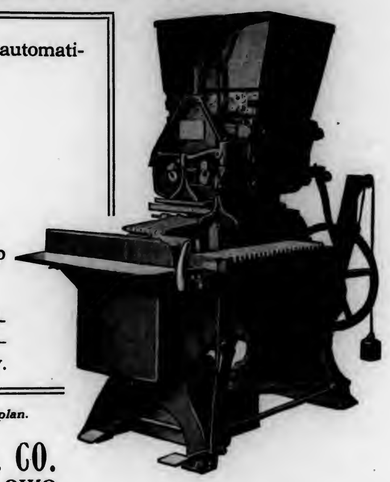

Write for descriptive booklet and information regarding our sales-service plan. A post card will bring it to you.

THE MILLER DuBRUL & PETERS MFG. CO.
NORWOOD CINCINNATI OHIO

WEEK OF FEBRUARY 18 TO 25 TO BE BETTER MAILING WEEK

In another effort to stem the tide of waste, to save money for the taxpayer and to turn back into constructive business channels the millions now lost through mistakes, Postmaster General New has designated the week of February 18th to 25th as BETTER MAILING WEEK.

During that week he will seek the co-operation of chambers of commerce, boards of trade, large business and industrial enterprises, and the press of the country, with a view to having antiquated mailing lists brought up to date and every check placed against the possibility of letters reaching the postal system without accurate addresses.

The post office has gone a long way toward assisting business men in solving the problem. Postmasters have interviewed heads of firms, who, due to the fact that their mail is handled by subordinates, often are not aware of their own mailing difficulties. The department has even offered to furnish its own clerks to correct and bring mailing lists up to date at the nominal charge of sixty cents an hour.

At one time the proposal was made to Congress to place a one-cent charge upon each letter requiring directory service, thus attacking the problem through the pocketbook of the mailer as the only means of solution.

It is estimated that 200,000,000 pieces of mail are yearly given "directory service," which means that postal employes must take time from the regular handling and dispatching of mail in the endeavor to provide correct addresses for this huge volume of misdirected matter. In New York City alone the cost of this service approximates $500 daily.

There is every evidence that the mailers of incompletely addressed matter believe that to the postal service nothing is impossible. The implied compliment is appreciated but it must be remembered that this no longer is the age of the town pump and that our cities have grown so that no longer can a mail distributor be expected to know "everybody in town."

Mail inadequately addressed and requiring directory service, of course, means delay. Often it must be returned to the sender for a new address. For the lack of a return address nearly 20,000,000 of these are sent annually to the Dead Letter Office.

No matter which course these letters take it means loss of money. Directory service and the Dead Letter Office are costly to the postal service. Delay and non-delivery are, more often than not, costly to the mailer.

Solicitations for orders cannot produce results if the customer does not receive the solicitation. If he receives it a few hours late a competitor may get the order which otherwise would have gone to "you." Often the solicitation does not contain the street address of the advertising firm and then the customer's order is subjected to the same directory service and resultant delay which befell that of the advertiser. Any business or commercial house knows that the delay to an order which otherwise would have gone to "you." Often the solicitation does not contain the street address plainly, not only on all letterheads and envelopes, but on newspaper and magazine advertising.

Charles Bobrow and Lew Walters, of Bobrow Brothers, spent the greater part of the week of January 28th to February 2d at the Tobacco Show in New York City.

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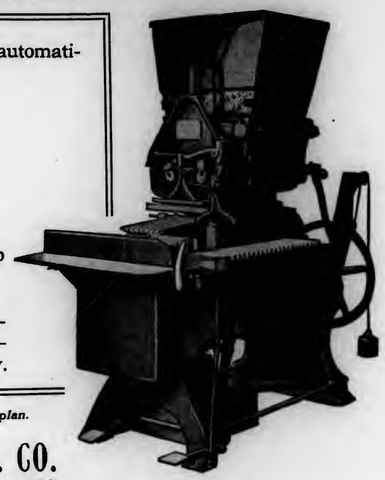

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IRREGULAR PAGINATION
INTENTIONAL SECOND EXPOSURE

JUST WHAT IS COMPETITION?

By Russell Wilmot

Every man who is in business today has great need to clarify his mind as to *just what* competition actually is.

In the keen scramble for business, the main issue of legitimate competition often becomes hazy and confused, and as a result methods are resorted to which are detrimental and destructive.

When a rival seeks to win business for himself by price cutting, by knocking, or by resorting to any methods which are not straightforward, open, aboveboard, and fair, he is, to put it bluntly, a *rotten sport.*

And the stupid part of it is that such a man *never succeeds* in building himself up, by attempting to tear the other fellow down. To attempt to bring embarrassment and ruin to one's business rival is to insure embarrassment and ruin for ourselves. It is merely the logical and inevitable working out of the age-old law, "As ye sow, so shall ye reap!"

Two small boys who disagreed violently over the championship of their playground, resorted to a fistic encounter to settle the matter. Each took heavy punishment from the other. The one who struck the first blow got the worst of it—a broken nose, a black eye, many bruises, and a dislocated shoulder. His companion in the fray was almost as badly off with broken teeth, a sprained wrist, and various other injuries. He was taken home.

The aggressor in the fight started on his own power for *his* dwelling place, rather reluctant to meet his family. He met an officer en route, who stopped him to learn the cause of his condition and tears.

"I've had a fight, sir," explained the youngster, "and I got hurted a lot, but—" and he brightened up perceptibly, "you ought to see the other kid!"

Unfair competition methods, or rather unsportsmanlike methods, are just about as satisfactory as the outcome of the playground row, for this sort of warfare—and warfare it is—means serious injury, damage, and probably ruin for both.

Honorable competition is one of the finest things in the world for business. It puts both parties on their mettle, and the *character of the competition* determines the ultimate success of the business and fixes the character of the men back of business. As soon as a business concern resorts to price cutting, it is a public and open confession of weakness, of lack of vision, and of lack of mental fitness for business success. The man who cuts prices below what they should be, is doing it *knowing* that he is deliberately sacrificing part or all of his own profit just so that the other fellow can't get *his* profit. He isn't playing the game square. He is attempting the freeze-out stunt, and in doing this he usually gets chilled to the marrow himself. He deserves it.

Business today is a great and even a royal game which calls for men of integrity, for men who are ready to live and practice the Golden Rule as well as to talk about it. The successful players in the game of business are never tricksters. They are never mudslingers. They are never individuals who use steamroller methods to crush or down the other fellow.

How long, think you, would such tactics be allowed on the ball field or the golf links? How long would they be allowed in sporting circles of any kind?

Not for a minute! Clean sport demands that there shall be a fair field and no favor. Clean business recognizes and honors worthy competition. And worthy competition consists of a square deal for all—even one's competitors. *It consists of a contest of true merit based on greater and more productive energy, on better goods and service, on a keener knowledge of the patrons' wants, on a higher grade of salesmanship or super-salesmanship, on a more enthusiastic organization, and on a clearer vision, stronger courage, and a higher purpose.*

This is the type of competition which challenges the best in us. It is the kind which permits and encourages the competitors to be friends and even cooperators for the public good. The man or firm which aims at competition of this fine and high class, is the one who will be so busy building up a splendid business structure of a permanent character for himself or themselves, that there will be no time to fight the other fellow in an underhand way.

CIGAR LEAF TOBACCO PRODUCTION

The National Bank of Commerce in New York in the February issue of *Commerce Monthly* presents a survey of the cigar leaf tobacco situation in the United States and says:

> "Since the founding of the cigar industry as a home industry one hundred and twenty-five years ago, almost at the beginning of this republic, the history of its development has been a record of progress. Although the volume of production has not increased materially in twenty years, in no branch of the tobacco manufacturing industry has greater effort been exerted to improve the quality of the output. Experiment stations have been established in every important section in the United States producing cigar tobacco to assist the grower in developing and producing the types and grades of tobacco in most active demand. Such progress has been made toward improving domestic leaf tobacco that the quality of our best domestic cigars now compares favorably with the best from any country.
>
> "Cigar manufacturing began in this country as a home industry at the end of the eighteenth century. According to the last census there were 10,000 cigar factories in the United States with more than two hundred million dollars of capital invested, giving employment to about 136,000 wage earners. Production in 1923 was approximately seven billion cigars. On account of the large amount of hand labor necessary, the number of employes in this industry is more than five times the number of wage earners employed in manufacturing cigarettes although capital invested in manufacturing cigarettes is only 15 per cent. less than that invested in the cigar industry."

Most of the cigar tobacco used in the United States is home grown, says the article which, continuing, adds:

> "Although tobacco may be grown in practically every latitude, the commercial value of the product and the particular use to which it is put are determined largely by soil, climate and methods used in producing and curing it. Types of tobacco are so affected by these conditions that the trade always looks to certain well-defined producing sections to secure the type of tobacco desired.
>
> "The Connecticut shadegrown wrapper is one of the outstanding features of cigar-leaf production in this country. It was started as an experiment in the Connecticut Valley about 1900. Successive trials determined that shading the field with cheesecloth diminishes the sunlight and increases the moisture in the soil. Shading produces a leaf tobacco light in body, of fine venation and grain, which is in great demand."

News from Congress

(Continued from Page 12)

Fort Worth Wholesalers Charged With Unfair Competition

Charges of unfair competition are made by the Federal Trade Commission in a complaint just issued against the James McCord Company, the Waples-Platter Grocery Company and the Carter Grocery Company, tobacco wholesalers of Fort Worth, Texas, and C. G. Quillan, of Dallas, secretary of the North Texas Wholesale Grocers' Association.

The complaint alleges that the respondents entered into a combination to prevent tobacco dealers not engaged in selling exclusively at wholesale from directly obtaining products of the Reynolds Tobacco Company at wholesale trade prices. They are required, within thirty days, to file an answer to the charges.

Increase in Parcel Post Rates Proposed

Greatly increased rates for parcel post matter are contemplated in a bill which has just been introduced in the House of Representatives by Congressman Paige, of Massachusetts, a member of the House post office committee.

Under the terms of this measure, beginning July 1, next, the minimum rate for parcel post packages would be ten cents for the first pound for local delivery and fifteen cents for the first pound for delivery in all other zones. The rate, after the first pound, would be one cent per pound or fraction thereof for local delivery, and two cents for the first zone, increasing for each successively distant zone until a rate of thirteen cents would be charged for delivery in the eighth zone. The present basic rate is five cents for local delivery and the first and second zones, increasing until a maximum of twelve cents is reached for the eighth zone. The charge for additional weight ranges from one-half cent per pound or fraction thereof for local delivery to twelve cents in the eighth zone.

A three-pound package, therefore, which can now be delivered locally for six cents or in the first or second zones for seven cents and in the eighth zone for thirty-six cents, under the Paige bill would cost twelve cents locally, nineteen cents in the first zone, twenty-one cents in the second zone and forty-one cents in the eighth zone.

The Paige bill also increases the rates for insurance, making the minimum charge five cents, for which indemnification to the amount of $5 is provided, and increasing to a maximum of thirty cents for $100 of insurance. It is also provided that a fee of not less than twenty-five cents is to be charged for C. O. D. service.

Increase in Amount of Indemnity for Loss of Registered Mail Proposed

An increase in the maximum indemnity to be paid for the loss of registered first-class matter to $500 is provided for in a bill which has been introduced in the House of Representatives by Congressman Griest of Pennsylvania. The present maximum is $100.

In addition to increasing the maximum indemnity to $500, the bill would authorize the Postmaster General to fix such fees for registration as he might deem proper.

Trade Association Activities Not Yet Decided

Under the recent decision of Attorney General Daugherty regarding the statistical activities of trade associations, the collection of production and distribution statistics must be taken over by the Government or entirely abandoned, it is declared by Secretary of Commerce Hoover. Abandonment of this service, the Secretary stated, would be a fatal injury to the small business man. He pointed out that the big corporations are able to gather their own statistics, but that the smaller firms must depend upon their trade associations.

The Attorney General, in a letter to Secretary Hoover, interpreted the law to mean that trade associations cannot gather statistics for the exclusive use of their membership, but must transmit them to the Department of Commerce for distribution. The matter is not yet finally settled, however, information having been received by Mr. Hoover to the effect that some of the associations affected by the ruling would go to the Federal courts for an interpretation of the law on the ground that there is nothing illegal in the collection of statistics for trade association members.

1923 Banner Year in Cigarette Production

The greatest production of cigarettes ever recorded in this country, the premier cigarette manufacturing country of the world, occurred in 1923, according to figures just compiled by the Bureau of Internal Revenue. If laid end to end, the 1923 production would girdle the earth more than 100 times at the equator, or, figured another way, enough cigarettes were manufactured to provide more than 525 for every person of our 120,000,000 population.

In plain figures, there were produced during the calendar year 1923, a total of 64,450,687,477 small cigarettes, an increase of eight billion over the 1922 production of 56,565,029,521. In addition, there were 18,377,281 large cigarettes, an increase of approximately a million and a quarter over the preceding year.

The use of snuff is increasing, production in 1923 totaling 39,449,850 pounds, as compared with 38,162,198 pounds in 1922, but the use of chewing and smoking tobacco is falling off, only 372,650,296 pounds being produced, against 382,070,312 in the previous year. Even at that, however, it figured out at about three pounds for every man, woman and child in the United States.

Approximately seven and one-half billion cigars were rolled last year, the production in exact figures being 6,998,886,984 large cigars and 506,296,761 small cigars. The total was about the same as in 1922, but the proportions were slightly different, there being in that year 6,892,608,653 large and 634,671,846 small cigars.

Bill Introduced to Legalize Re-Sale Price Maintenance

Another measure designed to legalize the maintenance of re-sale prices has been introduced in Congress. It is being sponsored by Representative Williams of Michigan. In effect it is very similar to the several other bills already pending in the House and awaiting a hearing by the House committee on interstate and foreign commerce.

The Williams bill is simpler in its language than its predecessors. Efforts are being made to secure

(Continued on Page 24)

"HAVANA RIBBON"

"An Old Favorite"

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CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY
If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.
If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.
First Class Cigar Boxes Guaranteed

Business Building

(*Continued from Page 11*)

Say, here's a thought: It may not be worth a palm leaf fan in Iceland; and then again it may coax many dimes from the jeans of the dear public. It's for you to decide.

Why not have a notion counter?

This would consist of a table or a section of the counter near your door.

And what would you handle in this department, you ask?

Search me! I'll never tell you. But I will tell you how to decide. Put on your hat, go to the station, buy a ticket to your city, go in a five and ten cent store, and there you will see scores, yes, hundreds of things you can handle.

Useful things! Many things that everbody Must have and some things they want, want badly and will buy quickly. And the prices will be so low you will wonder how in the world they can be got up to sell at such ridiculously small figures.

Also note how they are displayed. And particularly note that everything has its price on a price tag, with great, big, staring figures that coax the money out of your jeans whether you intended to buy or not.

Some stores find their notion department one of the large and prosperous features in their establishment. The subject is worthy of your consideration.

News from Congress

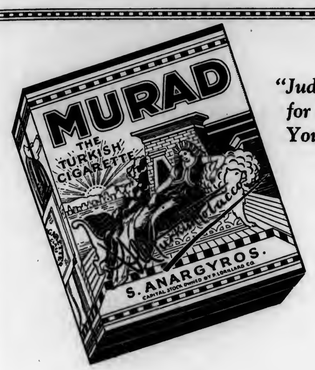
(*Continued from page 23*)

hearings on the whole subject of price maintenance at an early date. There is some sentiment behind the Williams bill, it is said, and the Kelly, Wyant and Merritt bills, introduced earlier in the session, have been the subject of thousands of letters that have found their way to members of the House and Senate.

Bill Introduced to Re-open Mileage Book Case

As a result of the recent decision of the United States Supreme Court to the effect that the orders issued by the Interstate Commerce Commission as to the issuance of interchangeable mileage were not founded upon a proper interpretation of all the factors in the case, Congressman Wolff of Missouri, has introduced a bill in the House of Representatives authorizing the commission to require all passenger-carrying railroads to establish a system of interchangeable mileage books of 1000 and 2000 miles, for the use of commercial travelers, such books to be sold by the railroads at a rate 20 per cent. less than the regular passenger fare rates.

As there was nothing in the Supreme Court's decision to restrain the Interstate Commerce Commission from inaugurating a new investigation of the railroad situation with a view to interchangeable mileage, it is probable that hearings will be announced in the near future for the purpose of determining whether interchangeable mileage can and should be established at the present time.



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The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco

ot the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

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Distinctive Quality

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All title and trade mark of the Marshall Field Brand of Cigars are registered, copyrighted and owned by us; anyone infringing on the same will be prosecuted to the fullest extent of the law.

Dealers are warned not to purchase any cigars of Marshall Field Brand other than those bearing Factory #23, first District Penna.

HOWARD F. PENT
PRESIDENT
The Coraza Cigar Co.
SEVENTH AND CHERRY STREETS
PHILADELPHIA, PA.

Amendment to Bankruptcy Act Introduced

Amendment of the bankruptcy law so as to put to an end the activities of certain individuals who make it a practice to go through bankruptcy proceedings repeatedly, with profit to themselves, is being urged by Representative John J. O'Connor of New York, who has introduced a bill in the House of Representatives which would make the period between involuntary bankruptcies six years, as is now the case with voluntary bankruptcies.

Under the law as it now stands, a person who goes into voluntary bankruptcy cannot be discharged oftener than every six years; in other words, he can not be discharged a second time from a bankruptcy until six years have elapsed since his first discharge.

As to involuntary bankruptcies, it is different. A person or corporation who goes into involuntary bankruptcy can be discharged as often as he can get his papers filed and his case before the court. This has led to the evil of disguising bankruptcies as involuntary when they are in fact voluntary. Many debtors go through the form of involuntary proceedings and discharge every year or two. They get friendly creditors, or even dummy creditors, to file petitions against them.

"A well-organized gang has grown up, especially in New York City, to carry out their dishonest practices and frauds in the courts," Mr. O'Connor points out. "The New York Credit Men's Association, the bar associations and other organizations, including Federal judges themselves, have made investigations and recommend that drastic steps be taken to remedy this evil."

Congressman O'Connor's bill prohibits any discharge in any bankruptcy proceedings, whether voluntary or involuntary, within six years after a previous discharge. "This proposal, if adopted," he says, "will not only drive the present band of commercial vultures out of business, but will reduce by half the number of bankruptcy petitions that are filed and thus greatly lighten the already overwhelming mass of work under which the Federal District Courts are now laboring."

CORTEZ SALESMAN DIES

Joe Lovenstein, who has been associated with the marketing of the "Cortez" cigar for more than forty years, died at his home in Savannah, Ga., on January 30th. Mr. Lovenstein was over seventy-seven years of age but had made regular trips through his territory in the interest of his firm until a very short time before his death. Mr. Lovenstein was known throughout his territory as a man of his word, and his many friends were indeed sorry to learn of his death.

SAN MARTIN & LEON ACQUIRE BOB ELLIS

R. E. (better known as "Bob") Ellis has announced to his many friends in the trade that he has signed up with the well-known Tampa house of San Martin & Leon, and will hereafter represent them in northern territory. Bob has had wide experience in the cigar game and should prove a valuable man for San Martin & Leon.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

DIXIE PRINCE:—43,637. For cigars. January 22, 1924. J. Kahn & Bros., Little Rock, Ark.

HAV-A-CHUM:—43,640. For cigars. December 17, 1923. L. E. Sentz, Felton, York Co., Pa.

HAV-A-GRIT:—43,639. For cigars. January 19, 1924. E. L. Golden, Gettysburg, Pa.

CULTURE:—43,641. For all kinds of tobacco, plug, twist, fine cut and smoking, including scrap, snuff and cigarettes. January 23, 1924. The Scotten Dillon Co., Detroit, Mich.

ANDREW W. MELLON, SEC. OF TREAS.:—43,643. For all tobacco products. January 23, 1924. The American Box Supply Co., Detroit, Mich.

EDWARD W. BOK:—43,644. For all tobacco products. January 23, 1924. The American Box Supply Co., Detroit, Mich.

MONTGOMERY WARD:—43,645. For all tobacco products. January 23, 1924. The American Box Supply Co., Detroit, Mich.

YANKEE ROSE:—43,646. For cigars. January 16, 1924. Wm. D. Gianoulis & Geo. K. Panayiotopoulis, Lowell, Mass.

JEANE BABTIESTE:—43,647. For cigars, cigarettes and tobacco. January 25, 1924. Harry Weissman, Chicago, Ill.

TEMPLE TERRACE:—43,648. For all tobacco products. January 23, 1924. The American Litho. Co., New York, N. Y.

DON ALOE:—43,650. For cigars. December 21, 1923. The Don Aloe Cigar Co., Cleveland, Ohio.

TINY TIM:—43,651. For smoking pipes, cigar and cigarette holders. January 29, 1924. Kaufmann Bros. & Bondy, New York, N. Y.

SPARKLING BURGUNDY:—43,652. For cigarettes and tobacco. December 21, 1923. The Continental Tobacco Co., New York, N. Y.

THE BAROMETER:—43,654. For all tobacco products. January 4, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

PARKER-GORDONS K. O.:—43,655. For cigars. January 29, 1924. J. C. Winter & Co., Red Lion, Pa.

ISAAC WALTON:—43,656. For cigars, cigarettes and tobacco. January 15, 1924. The Davis Cigar Co., Neosho, Mo.

H. G. WELLS:—43,657. For cigars. January 30, 1924. C. B. Henschel Mfg. Co., Wilwaukee, Wis.

GLOS:—43,658. For cigars only. January 28, 1924. The American Litho. Co., New York, N. Y.

OHIO-WAY:—43,659. For all tobacco products. January 31, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

HOPE CHEST:—43,660. For all tobacco products. January 31, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

SAN GRINGO:—43,661. For all tobacco products. January 31, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

TRANSFERS

TAMPA SEAL:—28,096 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered August 15, 1904, by the American Litho. Co., New York City, through mesne transfers acquired by Abelardo Menendez, Tampa, Fla., and retransferred to the Tampa Cigar Company, Inc., Tampa, Fla., on January 23, 1924.

BOUQUET De BODA:—14,146 (United States Tobacco Journal). For cigars. Registered March 7, 1892, by Witsch & Schmitt, New York City, through mesne transfers acquired by the Moehle Litho. Co., Brooklyn, N. Y., and retransferred to the La Boda Cigar Co., Chicago, Ill., on January 26, 1924.

VARRO:—41,992 (Tobacco Merchants Association). For cigars, Registered October 13, 1920, by the Varro Cigar Co., Newark, N. J.; through mesne transfers acquired by M. Kahn Co., Inc., Lancaster, Pa., and retransferred to A. S. Frey & Company, Red Lion, Pa., on December 27, 1923.

TASCO:—14,868 (Trade-mark Record). For cigars. Registered April 23, 1895, by O. L. Schwencke, New York City, transferred to Harry Friedman, New York City, and retransferred to Sam Tell, New York, N. Y., on March 16, 1921.

TIN LIZZIES—THEY GO:—39,485 (United Registration Bureau). For cigars. Registered December 17, 1915, by Don Almo Cigar Co., Sioux Falls, S. D., transferred to Victor Levor, Attica, Ind., on January 15, 1924.

CANCELLATION

UNITED HOTELS CO. OF AMERICA:—43,392. For cigars, cigarettes, tobacco and pipes, by D. Emil Klein Co., New York, N. Y.

CLASS A SHOWS ONLY DECREASE IN PRODUCTION OF CIGARS FOR YEAR 1923

Comparative statement showing the quantities of various manufactured products including cigars, cigarettes, snuff and tobacco on which tax was paid in the calendar years 1922 and 1923:

Products	*1922*	*1923*
Cigars (large)		
Class A .....No.	2,622,003,157	2,550,268,476
Class B .....No.	1,594,184,047	1,614,441,126
Class C .....No.	2,525,080,895	2,673,708,494
Class D .....No.	115,622,074	124,115,546
Class E .....No.	35,718,480	36,353,342
Total	6,892,608,653	6,998,886,984
Cigars (small) .....No.	634,671,846	506,296,761
Cigarettes (large) ..No.	16,999,463	18,377,281
Cigarettes (small) ..No.	53,565,029,521	64,450,687,477
Snuff .....lbs.	38,162,198	39,449,850
Tobacco .....lbs.	382,070,312	372,650,296

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands.

THE TAX SITUATION IN WASHINGTON

As indicated in our previous bulletins, the Ways and Means Committee has agreed upon a tax bill substantially along the lines recommended by Secretary Mellon, with the additional provision for a reduction of 25 per cent. of the income taxes for the year 1923.

No change has been made in any of the tax rates on tobacco products.

The bill was presented in the House of Representatives Monday, February 11th.

A very lively conflict is looked for on the floor of the House with respect to the surtax rates. Some leading members of the House claim that the 25 per cent. maximum surtax will not be passed and that a higher maximum surtax will be substituted for it.

It is also believed by some that an effort will be made to append the bonus measure as an amendment to the tax bill. If such effort should be successful, it may necessitate a complete revision of the tax rates.

At any rate, in view of the existing situation, it will probably take several weeks before the bill will pass the House and go to the Senate.

It will be interesting to note that as regards the 25 per cent. allowance for the 1923 tax, the income tax reports due on March 15th of this year will have to be filed as usual, and if the 25 per cent. reduction should become a law, taxpayers will be entitled to a refund if, in the meantime, they should have paid their 1923 taxes in full, while if they have not made full payment, they will be entitled to deduct this allowance from their unpaid balances.

We shall, of course, continue to keep the trade posted concerning any new developments which may occur from time to time.

TOBACCO MERCHANTS' ASSOCIATION OF THE UNITED STATES.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
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WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

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GRAND STREET AND MORGAN AVENUE
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CIGAR LABELS - CIGAR BANDS

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Exclusive Selling Agents For
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BANDS AND ADVERTISING
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CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
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Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys — Rappees — High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J.G.DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

IRREGULAR PAGINATION

Staple Manila Cigars

Jobbers and Dealers Who Handle Staple Manila Brands Are Making Money.

There is a growing demand in the United States for mild, sweet, free-burning Manilas which sell at retail from 5 to 25 cents.

There are a lot of smokers who like Good Manilas.

There are Millions more who may be attracted to the right Manila Cigar at the right price.

ARE YOU WINNING YOUR SHARE OF THIS GROWING TRADE?

List of Manila Factories and Importers on application.

THE MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - - NEW YORK CITY

MARCH 1, 1924

VOLUME 44 No. 5

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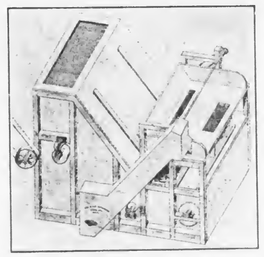
THE TOBACCO WORLD

JOHN H. BAKER

SCRAP CUTTER

AND

SEPARATOR



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Write for descriptive matter and new price

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CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

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CAN'T TELL IT FROM THE REAL HAVANA

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Baker Tobacco and Cigar Machinery Company

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PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Best Cigars *are packed in*

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After all nothing satisfies like a good cigar

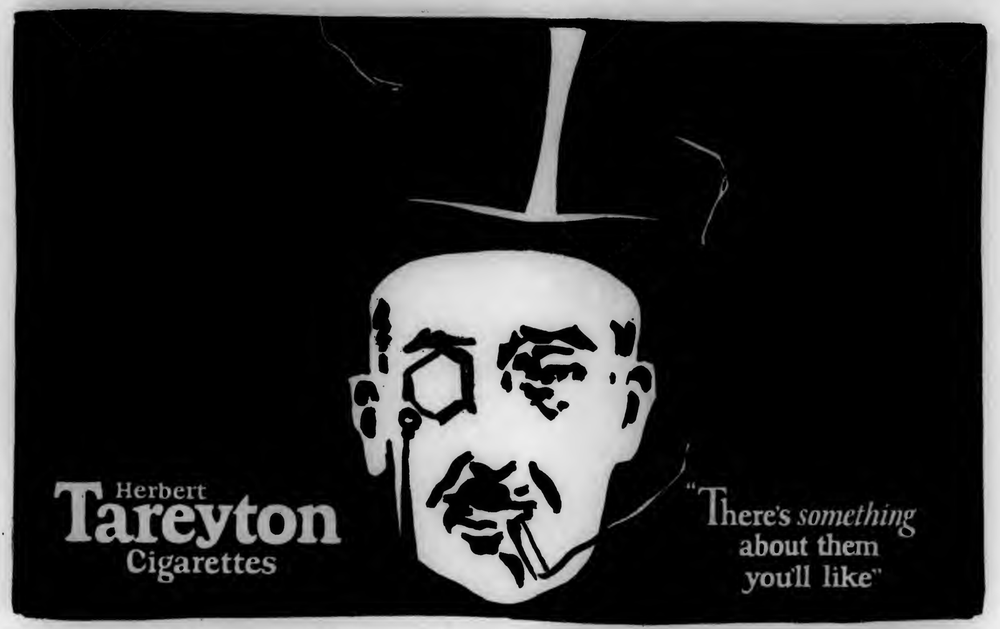
Where All the World Will See and Read

At one of the busiest corners of the country, diagonally across from the Pennsylvania Hotel, and one block from the Pennsylvania Railroad Station, dominating both populous 34th St. and busy Seventh Avenue this illuminated sign will tell the world:

"After all nothing Satisfies Like a Good Cigar"

and that

The Best Cigars are packed in
WOODEN BOXES



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&
VANDEGRIFT
INCORPORATED
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CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa

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PHILADELPHIA
HAND MADE
"EVERY MAN'S SMOKE"
BAYUK CIGARS, INC.
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New York, 119 Lafayette Street
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MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
Charles Thomson
Mapacuba
Prince Hamlet
After all nothing satisfies like a good cigar

Mild!

After all nothing satisfies like a good cigar

The new
LA TOSELLA

BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOSCHOW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WISCONSIN TOBACCO FOR SALE.—Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Co., Wis. L. G. Anderson, 2127 Iowa St., Chicago, Ill.

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454. care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 44 MARCH 1, 1924 No. 5

TOBACCO WORLD CORPORATION
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Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Harry Blum's

NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"IT'S TOASTED"
LUCKY STRIKE
CIGARETTES
To men who have tried out various cigarettes, there's nothing so wonderful as to discover LUCKY STRIKE. 45 minutes' toasting brings out its aristocratic flavor—great production, its democratic price.
A quality cigarette at a quantity price —aristocratic flavor at a democratic cost.
Change now to the brand that never changes and you'll never change again.
"IT'S TOASTED"
There's one thing in common between the man leaving the opera and the man leaving a movie —LUCKY STRIKE
At Palm Beach, Newport—wherever smart folks gather —Lucky Strike is a reigning favorite.

Here are some of the new-style Lucky Strike advertisements now appearing in newspapers throughout the country — they win friends who never change from the brand that never changes.

LUCKY STRIKE

"IT'S TOASTED"

Familiar Faces

May be seen among the employees of

THE

SYLVANIA

Philadelphia's newest and most beautifully furnished hotel.

In the selection of his assistants Mr. Bonner, Managing Director, has had the opportunity of accepting the services of many of his former co-workers in the Ritz Hotels.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
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LET US HELP YOU
ELIMINATE THE TOBACCO BUG

By treating your tobacco with the exterminator
BY THE SHUEY PROCESS OF STERILIZATION
The only known preparation on the market that will give you permanent relief from future infections

Tested Approved and Adopted by Leading Growers, Packers and Manufacturers

USE OUR SATISFACTION TO DEALER Tobacco Herein Contained Treated by SHUEY'S Process of Sterilization BENEFICIAL TO CONSUMER PURITY STAMP

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself

SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OHIO

Volume 44 THE TOBACCO WORLD Number 5

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MARCH 1, 1924 Foreign $3.50

EDITORIAL COMMENT

THE cigar production for the month of January based on the stamp sales of the Internal Revenue Bureau shows a decline of more than fifty million cigars in the United States, while production in Porto Rico and the Philippines also fell off.

Prospects seemed bright for a good January but it was evident as the month drew to a close that these hopes would not be realized. The retailers were no doubt in many cases overstocked and they have hesitated to place additional orders until this stock is reduced.

Fundamentally, however, the real reason goes deeper. Cigarette production increased almost a billion over January, 1923. The trade papers have been telling the industry for several years that it needs rejuvenation. Apparently the manufacturing industry admits it, but at the same time is willing to "enjoy poor health."

What is needed as much as anything else is a co-operative effort to increase cigar smoking. Until a persistent effort of this kind is undertaken and maintained over a period of from three to five years, a few large concerns will continue to prosper at the expense of a multitude of small ones while the total production of the country continues to decline.

More cigar smokers must be created if the production of the country is to show an upward trend. The suppliers to this industry such as leaf tobacco men, lithographers and package manufacturers must certainly realize that it is really the legion of small manufacturers, and not the few large ones, upon whom they are dependent. Therefore upon the prosperity of the smaller manufacturers rests the prosperity of the suppliers.

Competition for orders from big concerns resolves itself usually into a competition of nothing more than prices, rather than quality and service which is seldom considered in quotations but at the same time is expected when the orders are placed. Suppliers solely dependent upon business of this character can not continue to render service and produce a quality article at a profit.

The longer a campaign to increase cigar smoking is delayed, the harder it will be to restore prosperity and the more it will cost.

THE chief objective of all business is to operate at a profit and the cigar industry is faced at this time with the problem of doing so. The higher leaf costs make it essential that either economies be practiced in production or that prices be advanced if the great majority of smaller manufacturers are to survive.

It is a noticeable fact that the successful manufacturers are today using one or more mechanical facilitating devices to reduce production costs, standardize their product, and increase production.

The variety of proven mechanical devices in the industry today are numerous. Their practicability has been established. The industry has at its disposal various types of bunch breakers, stripping machines, stem crushing machines, short filler bunch machines and even machines that take the leaf tobacco in at one end and deliver a finished cigar at the other end.

These various kinds of machines spell economy. If it were not true, they would not be in operation in some of the largest factories in this country. Machines in almost every industry have taken the place of much hand labor and have proven profitable.

Now that the question of profits becomes a serious one, we can offer no better advice to the cigar manufacturer than that he immediately interest himself in a study of the types of machines best suited to his needs.

Machinery has already solved hard problems for many manufacturers, and their extended use will unquestionably prove of great benefit to those who have up to this time hesitated to install mechanical equipment.

The progress and growth of the industry is dependent to a very large extent on the use of machinery, for it is by this method of production that the lowest production costs are being attained.

NATIONAL NEWSPAPER CAMPAIGN FOR "LA PALINA"

On February 25 a tremendous newspaper campaign, advertising the "La Palina" cigar to the entire United States was inaugurated. The dominating feature of the advertising is the idea that the "La Palina" is "made good" and that it is satisfying millions of exacting smokers. The campaign is being directed by the Eugene McGuckin Agency, of this city.

NEW SIZE FOR "LA PRIMADORA"

Another size has been added to the famous "La Primadora" family by Max Schwarz, manufacturer of this brand. The new size is known as the Coronation and closely resembles the Queen size. "La Primadoras" are handled in Philadelphia and surrounding territory by Dusel, Goodloe & Company, of North Seventh Street.

UNITED OPENS RADIO DEPARTMENT

Radio sets and parts are being prominently displayed in the United Cigar Store at Tenth and Market Streets, and it appears that this profitable business will eclipse the cigar business in many cases. The new radio department is being prominently advertised in the daily newspapers.

FINKLEMAN BROTHERS DISCONTINUES CIGAR DEPARTMENT

Finkleman Brothers, cigar retailers of Market Street, have discontinued their cigar department, in favor of radio, and their entire stock was disposed of at the auction house of Comly & Son, on South Second Street, last week.

P. R. AGENT VISITS PHILADELPHIA

J. F. Vazquez, agent for the Porto Rican Government, was a visitor in Philadelphia last week. Mr. Vazquez was making a study of the leaf situation in Philadelphia as it affects the use of Porto Rican tobacco.

Harry Blum and Jimmie Goldwater, of "Natural Bloom" fame, and P. M. Forestall, sales manager of the "Blackstone" factory, were visitors at their jobber's, Dusel, Goodloe & Company, North Seventh Street, last week.

Edward Weil and J. Kraus, of Roig & Langsdorf, Inc., visited New York City last week.

TUCK CIGAR COMPANY IN DIFFICULTIES

The old established retail store of the Tuck Cigar Company, located on Water Street, just off Market Street, has called a meeting of its creditors and it is probable arrangements will be made whereby the business may be continued. This firm formerly had a prominent location on the corner of Water Street and Market Street, but the store was leased over its head and they were forced to move to a less favorable spot, which no doubt is in a measure responsible for their difficulties.

"ROSE-O-CUBA" TAKEN ON BY VICTORY

The Victory Cigar Company, of South Eleventh Street, has taken on the distribution of the "Rose-O-Cuba" cigar, manufactured by Flack Cigar Company, for Philadelphia territory. Newspaper advertising is being used to assist the sales force and a large distribution is anticipated.

BOBROW VISITS WESTERN DISTRIBUTORS

Charles Bobrow, of Bobrow Brothers, Incorporated, is on a trip throughout the Middle West, visiting the distributors of the Bobrow brands, "Bold," "Topic," "Recall" and "La Tosella." Reports coming in indicate a splendid demand for these brands and good prospects for a fine increase during the year.

"MARSHALL FIELD" PLACED IN THE SOUTH

C. L. Patten, of Atlanta, Ga., has taken on the "Marshall Field" cigar, manufactured by the Corraza Cigar Company, of North Seventh Street, for distribution in their territory.

C. A. BOND IN PHILIPPINES

Charles A. Bond, tobacco agent for the Philippine Government, sailed from San Francisco the week of February 16 for the Philippine Islands and is not expected to return to his desk at 15 William Street, New York City, until June.

S. J. Freeman, of Sidney J. Freeman & Son, was a visitor in Philadelphia last week, en route to Baltimore and Washington.

Jose Alvarez, manufacturer of fine Havana cigars, South Second Street, was a visitor to the Water Street leaf market in New York City last week.

DEMUTH INAUGURATES GIGANTIC ADVERTISING CAMPAIGN TO HELP RETAILER AND JOBBER

The following bulletin is being mailed jobbers and retailers throughout the country advising them of a novelty offer for Demuth pipes, which is being inaugurated by the company, in the form of an insurance policy to be given with each "Milano" pipe. The bulletin is as follows:

The Insurance Policy which we enclose is a mighty important document for you, because it is going to bring you the biggest profits you ever took out of your pipe business.

Right now—read the policy, a copy of which we are packing with each "Milano" pipe. Compare it with any guarantee you ever heard of—note its sweeping liberality, obviously possible only because the "Milano" is a perfect piece of merchandise. Consider its novelty—a real Insurance Policy for a pipe. Not a mere trite guarantee. Think of its effect upon the potential customer, the man to whom all pipe advertising has looked alike, when he comes upon an advertisement announcing "Milano," the Insured Pipe—the pipe with which he gets a policy that really protects him when he buys.

Do you get the novelty of it, and its tremendous possibilities as a selling idea? Don't you agree that there's really something behind it—something with a wallop?

On March 29, we announce the Insured Pipe to the public. A full page smash in color, in *Collier's Weekly,* will tell the story to one and one-half millions of people. From then on, the campaign will include the *Saturday Evening Post, Vanity Fair, American Magazine, Collier's, Elks' Magazine, American Golfer,* and a long list of leading college publications.

We believe that "Milano" sales are due to take a big jump. We want you to make sure right now as to your stock on hand. Remember that a quantity sufficient to take care of the ordinary demand is not enough for the rush that will come when the advertising breaks.

Send your order to your jobber now—*and use the enclosed postcard to let us know how many "Milanos" you now have in stock so we can mail you Insurance Policies to pack with them.*

Do these things right away—Please. We look for your co-operation in putting this thing over—big—and you can count upon us to reciprocate.

Yours for a "Milano" record—

WM. DEMUTH & COMPANY.

P. S.—Note in the policy the purchaser is instructed to Return the Pipe to Us, Direct. This relieves you of all adjustment bothers.

"W. D. C." REPRESENTATIVE RETURNS FROM TRIP

Harry Boston, sales representative for William Demuth & Company, has just returned from a trip to Indianapolis and the Middle West in the interest of W. D. C. pipes, and reports prospects for this class of business as exceedingly bright. He exhibited a nice book of orders as proof of the statement.

Benjamin Kane, cigar manufacturer and retailer, of South Second Street, is enjoying a trip to Montreal, Canada. Mr. Kane will be away about a month.

MAZER FACTORY LARGEST IN WORLD

What probably will be the largest cigar factory in the world is to be erected on the site of the Mazer Cigar Company's Detroit plant at 5041 Grandy Avenue. Jacob Mazer, head of eleven cigar factories spread through the States of Michigan, Ohio, Pennsylvania and New Jersey, announced recently that the new factory would be completed within six months. This, he claims, will make Detroit the center of the cigar-making industry. The new factory will employ more than 1000, compared with the 700 persons employed in the old plant, which was practically destroyed by fire. The proposed building will contain the latest equipment. Better cigars will be manufactured, it is claimed, by means of better humidifiers and by the use of a system of humidifying which has just been invented.

HOUSE KILLS INCREASED CIGARETTE TAX

Washington, Feb. 29.

By a vote of 258 to 153, in which party lines were entirely eliminated, the House today refused to ratify the amendment agreed to in committee of the whole to tax cigarettes an additional $1 per thousand, and the present rate of $3 per thousand was carried in the bill as adopted.

Strenuous work outside the House chamber on the part of Representatives from the tobacco-growing States was responsible for the heavy vote on this particular provision. As a result of their efforts, the Democrats opposed to the increase secured heavy support from the Republican side of the House when the vote was taken.

There was no debate on the measure preceding the vote, the House having debated the bill while in committee of the whole, and today was devoted to roll call votes on the various amendments adopted as in committee.

LINZ.

MEXICO GRANTS HUGE TOBACCO CONCESSIONS

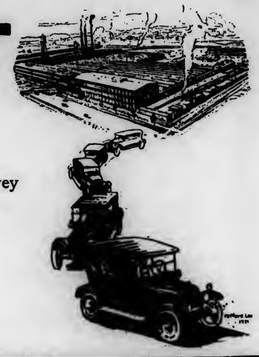
During the past week, according to reliable reports, huge tobacco concessions have been granted The Lorillard and Duke interests, enabling them to grow tobacco in Mexico. For these concessions, and some others, Mexico gets a much needed loan of $28,000,000.

The tobacco concession is said to involve the privilege of handling the entire domestic output with provisions for fixed prices for the producers and profit sharing when the market prices exceed those fixed in the contract. It is also understood that the Buen Tono cigarette factory, the largest in the country, agreed to sell out for $7,500,000. Tobacco will be grown on an unprecedented scale, but the American interests will not have a monopoly. Mexican firms now firmly established in the republic with a huge export trade will remain free to compete on equal terms or better with the American interests or they will be given a good price for their properties should they desire to sell.

ALLIED TOBACCO EXHIBITORS' MEETING POSTPONED

Owing to the illness of the president of the Allied Tobacco Exhibitors' Association, Samuel Levine, the meeting that was called at the Hotel McAlpin for March 1, has been postponed until early in April. Additional notices will be mailed to all members of the Association.

DETROIT



Sixth Annual Builders' Show Next Week—A. P. Harvey Detroit Visitor—Harrry Parr Returns From Grand Rapids—Bob Ellis Appears With New Line—Dick Tobin Resigns From American to Join the Continental Tobacco Company

Detroit, Mich., March 1, 1924.

DETROIT is holding its sixth annual builders' show in the General Motors Building March 1st to 8th. This will be a healthy showing in view of the fact that the present year will report a total of close to 130 millions in new construction. More than 200 exhibitors will participate in the educational event and help to start what is now looked forward to as the greatest building year Detroit has ever had. Among the exhibitors who have already taken space are the Union Trust Company, Home Builders Company, American State Bank, and other financial institutions. The city plan commission, the department of building and safety engineering, electrical bureau, board of education, public library and the art museum will also have displays, where all sorts of information will be available.

Arthur J. Walsh, State representative of the Pinkerton Tobacco Company, has opened up a branch office in the Equity Building, Room 500. The Pinkerton Tobacco Company's brands, "Pinch Hit," "Red Man" and "Sunshine" cigarettes, already enjoy a very healthy sale here and have a wide distribution. Arthur and his crew of able assistants will comb our city thoroughly and will have their products on sale with every dealer.

Val Keogh, of the Preferred Havana Tobacco Company, called on the trade here last week and reported a very satisfactory business all along the line covered.

Geo. W. Stocking, of Arango-Arango, Tampa, Fla., manufacturers of "Don Sebastian" clear Havana cigars, was with us for a few days last week. George informs us that "Don Sebastian" cigars are repeating in sale with all of his accounts. The brand is doing very fine in Detroit.

J. M. Cuyar, of Andres Diaz & Company, manufacturers of Havana cigars, Tampa, Fla., called on the trade here last week.

Alfred W. Penner, of A. Bornholdt & Company, was a visitor to our city last week and signed THE TOBACCO WORLD register at Bert Johnson's.

D. F. McVey, of Stephano Brothers, manufacturers of the famous "Ramesis" cigarettes, has left for a four-weeks trip through Ohio and Indiana, in the interest of "Ramesis" cigarettes.

Bernard Schwartz, of the Bernard Schwartz Cigar Corporation, has returned from a business trip to the New York leaf market.

Leo S. Steiner, representing E. P. Cordero & Company, manufacturers of "Mi Hogar" cigars, was on the list of visitors here last week. Leo reports his brand as gaining in popular favor in all sections of the country.

A. P. Harvey, department manager of Liggett & Myers Tobacco Company, was a recent visitor to Detroit, where he spent several days conferring with R. L. Jones, State representative.

Col. D. H. Moulsdale, of the firm of Sanchez & Haya, Tampa, Fla., has been in our midst for a few days looking over conditions of his brands. The Colonel was looking fine, and said he was in the pink of condition after his sojourn of several weeks in the Florida resorts.

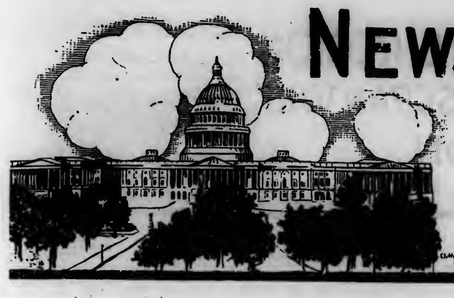
Joe Banker, of M. Sacks & Company, Incorporated, manufacturers of the famous "Armas del Casa" cigars, gave us the once-over last week. Joe reports business as very good, all along the route covered this year. While in our city Joe hangs out at Bert Johnson's emporium, headquarters for the "Armas del Casa" cigars.

H. V. Mesick, Middle West representative of Cuesta, Rey & Company, Tampa, Fla., manufacturers of the famous clear Havana cigars of that name, "Made in Bond," called on his distributor here this week. Herb says his brand is doing fine all over the country. The Chas. F. Becker Company are the local distributors of "Cuesta Rey" cigars.

E. P. "Fred" Oakes, of the E. H. Gato Cigar Company, Key West, Fla., makers of the famous "Cressida," "Gato" and "La Estrella" cigars, has been camping in the old town for a few days. E. P. has just returned from the factory and says everything is fine and dandy, and that he is looking forward to a big business this year. He also states that he expects quite a bit of new business on the attractive sizes of his well-known brands. While in the city "Fred" made his headquarters at the Watkins Cigar Stores Company, sole distributors in Detroit for "Cressida" and "La Estrella" cigars.

Harry Parr, of the American Cigar Company, Michigan booster of "Chancellor" cigars, has returned from a three weeks trip to Grand Rapids, where he has been putting in some good work on the "Chancellor" brand. Harry is very artistic with his knife and brush, and many are the unusual designs seen everywhere. But he carried away the honors in the

(Continued on Page 20)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

Committee Adopts One Dollar Increase in Cigarette Tax

SIXTY million dollars will be added to the tax bill of the cigarette smokers of this country if the revenue bill, as finally adopted, carries the amendment accepted by the House of Representatives, as in committee of the whole on February 26, increasing the tax on cigarettes from $3 to $4 per thousand. The amendment to the tobacco section, which heretofore has been unmolested, was submitted by Representative Garner of Texas, ranking minority member of the House Ways and Means Committee, and, after considerable debate, was adopted by a vote of 109 to 70.

Declaring that his amendment was offered for the sole purpose of getting additional revenue, Representative Garner asserted that the additional tax would not injure the cigarette business, pointing out that the receipts for the last six months of 1923 from this source showed an increase of nearly $11,000,000.

"This is undoubtedly a peace-time tax," said the Texas Congressman. "I remember, as many gentlemen here remember, that prior to the war and prior to the constitutional amendment and the Volstead Act, when we wanted money we simply increased the tobacco and liquor taxes and got additional money. Now, levy this additional $1 per thousand on cigarettes and you get, in my opinion, $60,000,000 additional revenue. The Secretary of the Treasury recommended this tax in 1921. In that recomemndation he estimated that the increase in revenue would be $36,000,000 and over the first year and $57,000,000 thereafter.

"Since that time the increase in the consumption of cigarettes has been tremendous; and since you are getting more than $200,000,000 a year out of this one bracket at the present time, I think it is safe to say that if you add one more dollar you can get $60,000,000 additional without cutting down the consumption of cigarettes, because the consumption of cigarettes has increased in one year to the extent of 8,000,000,000 and the revenue in the last six months has been something over $100,000,000."

Objection to the amendment was offered by Representative Hawley of Oregon, who declared that not only would the additional tax not increase the revenues to the Government but it would be reflected back upon the grower of the tobacco from which the cigarettes are made.

"This tax is doing well," he said, "it has increased the production and the consumption; it has afforded the growers a fairly good return for their crops and it is making a great deal of money for the Government.

"It does not follow that if you increase the tax rate one-third you will increase receipts one-third. The present rate is $3 per thousand for cigarettes not weighing more than three pounds to the thousand; that represents three-tenths of a cent on each cigarette or six cents on each package costing fifteen cents for twenty cigarettes—that is, for a package of cigarettes costing fifteen cents, such as 'Camel,' 'Piedmont,' and 90 per cent. of all of them that are sold. When these cigarettes have paid a tax of six cents per package of twenty that leaves only nine cents for the grower, the cost of manufacture, and the profit to manufacturer, wholesaler and retailer.

"If the tax is raised to $4 per thousand the tax on each cigarette is increased to four-tenths of a cent, or eight cents for a package of twenty, costing fifteen cents—that is, there will be an eight-cent tax, and seven cents will be left to be distributed to the grower, to the manufacturer, to the wholesalers, and to the retailer—seven cents out of the fifteen cents.

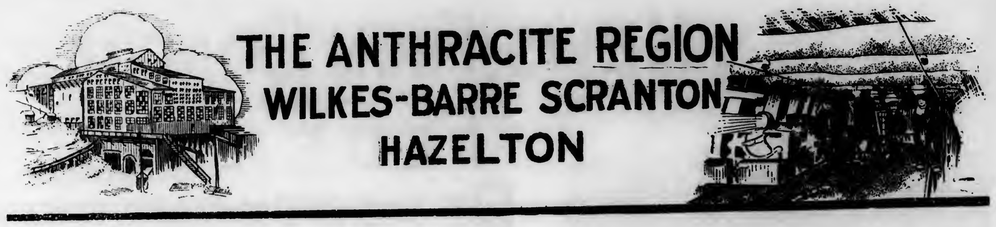
"If at the three-cent rate there is another increase of 10,000,000,000 for the next year, as there was for the past, there will be $30,000,000 additional revenue received, but if we raise the rate to $4 per thousand we jeopardize the continued growth of the industry and the continued increase in the use of cigarettes, with the probability, according to the actuary's estimates, that the consumption will be so reduced that the $4 tax will produce practically the same amount as a $3 tax.

"There are four possibilities in this proposed increase of the revenues. First, that it will reduce consumption and thus reduce the revenues. Second, the dealer will absorb the tax, but if he has only seven cents left out of every fifteen cents I think all will agree that he cannot absorb the tax; it must be passed one way or another. Now, the dealer might pass the tax on to the consumer and increase the price of each package of cigarettes. The usual rule is that with increased cost decreased consumption follows when the tax approaches the saturation point. If this were the only way in which tobacco could be smoked the additional tax might be passed on to the consumer, but a man can smoke a cigar or a pipe or he can roll his own.

"But there is another possibility that I think is more serious, and that is it will reduce the price paid to the growers. The grower is in the weakest position of all the persons involved in the transaction."

The fourth point brought out by Mr. Hawley is that the revenue from imported cigarettes will be cut off; the tariff on cigarettes is $4.50 per pound, plus twenty-five per cent.; if the $4 tax is added that will make a package of ten cigarettes selling for twenty-five cents bear taxes aggregating twenty-one cents.

(Continued on Page 16)



ONE of the big events in "Elkdom" in the State of Pennsylvania will take place in Wilkes-Barre, Pa., on February 25, when the Wilkes-Barre Lodge No. 109 will put on a big initiation in the afternoon, initiating about 200 young Elks and a big banquet at night, for 900 plates. This event promises to be the largest and best ever put over by our own "Bunch." Our own Dan Hart, Mayor of the city beautiful, will open the ceremonies and bid all welcome. Among our midst will be Grand Exalted Ruler McFarland, and his family of grand officers, Captain Irving O'Hay in a stick of humor and many other notables. All in all, it promises to be a big nite for the local B. P. O. E. as every lodge in northeastern Pennsylvania will be represented.

Wilkes-Barre and surrounding towns is getting to be the mecca for the big men of the American Tobacco Company as Mr. R. T. Briggs, sales manager for the American Tobacco Company, whose territory is New York, New England States, Jersey, Delaware and Pennsylvania, was a recent visitor in Wilkes-Barre in the interest of his company. Mr. Briggs is a very pleasant young man and sure has the interst of the American Tobacco Company at heart. He paid a special visit to interview Diamond Bill and both had a chat on the qualifications of the goods of the American Tobacco Company. Mr. Briggs, when in Wilkes-Barre, call and see us.

Rosenthal Brothers, Scranton, Pa., are putting on a big advertising campaign through the anthracite region on their "Abbey" cigars, which are proving big sellers throughout here. "Abbey" cigars are a big monarch size cigar selling at ten cents.

Pat Mooney, who has been second clerk at the Orpheum Smoke Shop, Wilkes-Barre, Pa., for a couple of years, has now turned to his twenty-first birthday and is now receiving the glad mitt from all his friends and customers. Pat sure has many, and has his hand out to every one. He is giving cigars to his many friends and says, "Nothing satisfies like a good cigar."

Diamond Bill sez—Do unto others as you would have them do unto you, and watch your sales grow.—Ask Diamond Bill, he knows.

Abe Meyer, of the Sterling Hotel cigar stand, is proving just as popular as ever. Abe's cases are always filled with the best of everything. Abe is very popular among the salesmen.

Ollie Davis, of the "Johnnie Walker" and "Herbert Tareyton" department of the American Tobacco Company has returned from his western trip and reports his business bigger and better than ever. Ollie claims his cigarettes are becoming more popular wherever placed.

The John C. Herman Company, cigar manufacturers of Harrisburg, Pa., are becoming quite popular with their merchandise throughout the coal fields. The John C. Herman Company are making special cigars for the Orpheum Smoke Shop, Wilkes-Barre. The "W. G. Z." cigar is five cents, which is proving a hummer, they have a standing order for this concern of a case of 5000 "W. G. Z." cigars every month.

One of the neatest pieces of advertising for window displays is the one by P. Lorillard on their "Le Roy" little cigars. It sure is wonderful.

THE MAN AND HIS PIPE.

Before starting a new pipe, moisten the inside of the bowl with water (don't dry). Put in some tobacco and work same against the wall of your pipe. Fill the pipe almost to the top and press down lightly, to insure a free smoke, light evenly and draw slowly. If you, "Mr. Smoker," will follow this practice for a few times, the result will repay you many times for your care. A good cake will follow, which not only will prevent the pipe from burning out but will also benefit the aroma of the tobacco. It is very important that you do not allow this cake, which expands more rapidly than the briar, to become too thick and crack the bowl. This can be avoided by removing the cake from time to time with a pipe scraper or dull knife. It is advisable to leave a thin layer in the bowl so as to form a foundation for a new cake. It is not necessary to remove the mouthpiece after each smoke, as by doing this you will loosen the worm or flush bit. Be very careful in removing the stem not to grasp it at the very end—you should take hold of your stem as near the bowl as possible and turn slowly away from you. Likewise when emptying your pipe, do not take hold of the pipe at the end of the mouthpiece. Hold the bowl in the palm of your hand and you are not liable to break your pipe so quickly. It is much cheaper for the smoker to use several pipes, changing from one to another at different times, this gives your pipe a chance to dry up and will add years of life to it and make your smoking more enjoyable.

There are two reasons for your pipe burning out quickly. First one is smoking your pipe too fast, and the second one, smoking your pipe in a high wind. If you smoke your pipe in a high wind, use a detachable top or lid for your pipe, which can be readily bought at your neighborhood store, or the Orpheum Smoke Shop, 139 S. Main Street, Wilkes-Barre, Pa.

Very truly yours,
"DIAMOND BILL."

REGULAR DIVIDEND FOR TOBACCO PRODUCTS

At the regular quarterly meeting of the board of directors of the Tobacco Products Corporation, the regular quarterly dividend of 1¾ per cent. on the preferred and $1.50 on the common stock of the corporation was declared, payable April 1st and April 15th respectively.

"Spanish Cedar Cigar Boxes"

The Quality Containers

After all nothing satisfies like a good cigar

The Discerning Smoker chooses his "Good Cigars" instinctively, from SPANISH CEDAR BOXES.

The combined fragrance of "Fine Cigars" and "Spanish Cedar" is irresistible, and the same effect cannot be accomplished or approached by using substitutes.

The SPANISH CEDAR BOX is the "Quality Container for Cigars of Quality", and the safest bid your Brands can make for the Attention and Confidence of the Smoker.

The Best Brands are invariably packed in SPANISH CEDAR CIGAR BOXES.

"Spanish Cedar Cigar Boxes Make Good Cigars Better!"

(ADVERTISEMENT)

ARE you taking it easy, young man? Just attending to your routine duties, half happy, half contented, with an occasional flareup of ambition and of divine discontent?

Lets philosophise—just a minute—a one-minute sermon, as it were.

Don't drift that way, me boy! It's a fierce mistake with a penalty to pay years away.

Enjoy yourself, take time for pleasure, and time for leisure. But get an object in life—an ideal—an object to steer at.

You have two handfuls of soft gray stuff under your hat that is the most wonderful thing in the universe. If untrained it "don't lead you nowhere." If trained it can take you to the summit of human greatness. 'Twas made to be trained, and nature commands you to train it.

Read books, read about Big Men, who did big things. They were just ordinary chaps, like you and I. But they trained themselves. First, by being good workers in their line; second, by reading of big men and getting the longing for doing the best they could.

It sure is a Great Game when you highly resolve to make the most of yourself. It's hard, devilish hard, if you'll excuse the word. But gee! it's worth it, and then some. Fun? More fun than fishing and catching one a minute.

Why not begin? Now! Begin by reading Business Building and highly resolve to be a bang-up clerk, first class, an expert and a go-getter.

I wonder whether here is a hint for some keen retailer to utilize.

A man was talking to me the other day, and he said that whenever he approached a certain place in New York a chocolate factory gave forth such a pleasant aroma that he was tempted—and often yielded to the temptation—to purchase a box of chocolates to satisfy the longing which had been created.

He also stated that when a certain large pickle factory was working on a certain kind of pickles that it spread a pleasing aroma over all the surrounding country which greatly increased the sale of pickles in that neighborhood.

Now there are certain kinds of tobacco which give forth a most delightful flavor; and perhaps this pleasing scent could even be increased by the addition of certain spices or incense. Suppose a retailer should experiment on this line, find a combination of tobacco leaves and a little incense, which, when slowly burned in a chafing dish would give forth a most delightful aroma, and fill the atmosphere of his store with this pleasing incense.

People would enjoy the "atmosphere" of his store. They would connect it with the cigars he handled. They would be pleased to visit the store as often as possible, and through the law of suggestion they would give credit to his cigars and purchase them in the full and enthusiastic belief that they were the best cigars that ever happened.

This is just a hint. It may be worth no more than a million Russian rubles, or German marks. Or, in the hands of some bright retailer it may be a valuable idea.

Now here is *Printer's Ink*—an authority on advertising, and what many consider the best advertising journal. It gives a gentle rap to those business writers who advance more or less impractical theories and states that its pages offer a means for executives to pass on practical ideas, which may be helpful to them.

Yours Truly takes pride in the fact that he is no "theoretical writer." *Printer's Ink* and many business papers are sedulously scanned, lectures are attended and business men conversed with, all for the sake of obtaining practical ideas, thoughts from the firing line, suggestions from men in the game, to lay before you, my reader, for your entertainment and business profit.

I would therefore have you respect these pages and use the ideas which have been carefully gathered for you from the broad business field.

Seems as though there is always something to take the joy out of life. Here is one of the biggest business men in one of the biggest cities in the country telling us that we are going to have good business, very good business, and prosperity will walk over the face of the country distributing golden smiles.

But, he says that "an era of supercompetition is coming on which will strew with the wrecks of many business houses men who refuse to think beyond the day after tomorrow."

This makes me feel sad and pulls down the corners of my mouth, for fear he is referring to some of my readers. I was brought up on the Jersey coast, have seen many wrecks, and they are the opposite of pleasant.

I don't want any reader of mine to be among them, and therefore I am going to urge you to take

(*Continued on Page 23*)

What This Machine Will Give You

The advantages of using the Model L Machine for working short filler may be summed up as follows:

1. Straight or shaped work, both well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. It will work large size or mixed CUT scrap.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep: does not easily get out of order.
9. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Price $650 Complete
f.o.b. Factory, Newark, N. J.

450 to 500 Bunches an Hour
Straight or Shaped Work

That is what one Model L Universal Short Filler Bunch Machine will turn out for you.

On that basis figure out how quickly the machine will pay for itself. On that basis figure out how much you are losing by not using this Bunch Making Machine.

One user writes: "The bunch machine has reduced the cost of our binders at least 50% and there is also quite a saving on scrap as well as reducing the labor costs. One beauty about your machine is that every thousand cigars weighs alike"*

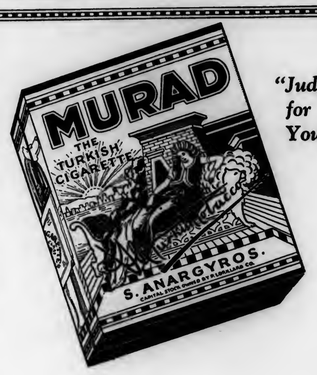
* Name given on request.

The Model L Universal Short Filler Bunch Machine

has been developed to a point of efficiency, speed and accuracy that completely overcomes all the objections that cigar manufacturers have experienced in the past with short filler bunch machines.

If you haven't seen this new Short Filler Bunch making machine, write or wire for our price list and catalogue or for a representative to call.

UNIVERSAL TOBACCO MACHINE CO.
116 WEST 32nd STREET, NEW YORK Factory: Newark, N. J.



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

made good

—*made good* with jobbers and retailers because it *made good* with smokers everywhere.
CONGRESS CIGAR COMPANY, Philadelphia

LA PALINA
CIGAR
IT'S JAVA WRAPPED

Federal Trade Commission Denounces Practice of Placing Fictitious Prices on Packages

Labeling an article with a fictitious price for which it was never intended to be sold is an unfair method of competition, according to a decision just rendered by the Federal Trade Commission. Investigation of a number of cases led to the discovery that in certain trades there has grown up a practice of marking articles with prices far beyond what the goods are worth with the intention of offering them for sale at much lower prices, thus leading the consumer to believe that for a small sum he is getting an article worth much more than the price he pays.

The commission's decisions in such cases order the manufacturers to cease the practice of marking fictitious prices upon their goods, on the ground that it is an unfair method of competition with other manufacturers who do not resort to that practice and is a deception upon the purchasing public.

News from Congress

(*Continued from Page 11*)

A despairing cry for help was broadcast to the House by Representative Abernathy of North Carolina, which State, he declared, would pay half of the tax which Mr. Garner sought to impose. His appeal was unsuccessful, for the House adopted the increase.

The only other change made in the tobacco sections of the bill was the adoption of an amendment offered by Representative Kincheloe of Kentucky, under which tobacco growers or their co-operative associations are not to be regarded as dealers in leaf tobacco in respect to the leaf tobacco produced by them or handled by such association.

When the bill comes up for final consideration in the House, warning was given by Representative Sears of Florida, an attempt will be made to secure reductions in the cigar rates.

Employment in Smoking and Chewing Tobacco Factories Increases in January

Increased activity in establishments producing chewing and smoking tobacco, but reductions in both employment and wages in cigar and cigarette factories, is shown for the month of January in a report just issued by the Bureau of Labor Statistics. Both branches of the industry, it is shown, exhibit a reduction in the number of employees as compared with the same period of last year.

Reports from thirty-four chewing and smoking tobacco establishments show 7,866 persons employed in January, an increase of 8.4 per cent. over December, when 7,259 were at work, while the payroll for one week in January totaled $130,360, as compared with $123,189 in the preceding month. Returns from 165 establishments engaged in the manufacture of cigars and cigarettes show a reduction of 5.3 per cent. in the number of employees, 30,553 being at work in January, against 32,256 in December, and 7.8 per cent. in the weekly payroll, which was $618,786 in December and $570,295 in January. As compared with January, 1923, the chewing and smoking industry shows a reduction of 1.2 per cent. in the number of employees and an increase of 4.9 per cent. in the weekly payroll, while the cigar and cigarette branch shows a reduction of 4.5 per cent. in the number of employees and one-half of one per cent. in the payroll for one week.

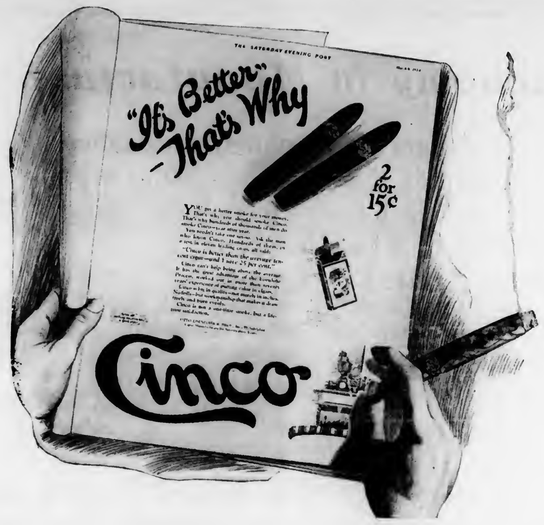
Per capita earnings of workers engaged in the production of chewing and smoking tobacco in January were 2.4 per cent below those of December and 6.2 per cent. greater than in January of last year, while in the cigar and cigarette industry they were 2.7 per cent. below December and 4.2 per cent. above January, 1922.

Bill to Prevent Splitting of Commissions is Proposed

Legislation against commercial bribery, which has been unsuccessfully urged during the past several sessions of Congress, will again be sought this year, Representative Graham of Pennsylvania having introduced a bill making bribery and other corrupt trade practices unlawful.

The bill prohibits the giving or offering of any commission, money, property or other valuable thing, directly or indirectly, to any agent, employe or rep-

(*Continued on Page 18*)



Biggest Cigar Value Strongest Advertising

None but a quick-selling cigar can be profitable to the distributor.

The quickest-selling cigar, of course, is the one which gives the smoker the most for his money.

And it's name is Cinco!

Don't take our say-so. Listen to what smokers say. Hundreds were questioned, in all parts of the country. All said, in effect:

"Cinco is better than the average ten-cent cigar—and I save 25 per cent."

Since Cinco is the biggest cigar value it deserves the strongest advertising—and gets it. Cinco is the only cigar that has ever had a continuous schedule of color pages in the The Saturday Evening Post. Cinco is the only cigar ever advertised all year 'round in newspapers.

Cinco is the only cigar that offers so much to its distributors.

Otto Eisenlohr & Bros., Inc., Philadelphia
Cigar Manufacturers for Seventy-three Years

Cinco

Londres
Conchas
Panatelas
2 for 15c

Cinco de Luxe
10c

Cinco Pocket Pack
(10 cigars)
75c

Cinconettes
(pack of 10)
25c

After all nothing satisfies like a good cigar

Economy in Manufacture

of cigars is absolutely imperative at this time. What better way to effect economy than by using Porto Rican tobacco?

Tropical leaf of high quality, mild flavor, rich aroma, and at prices which make profitable cigar manufacturing possible— all these you get in Porto Rican tobacco.

Let Us Tell You Why in 1921 it was 15,300,000 Lbs. and in 1922, 25,883,000 Lbs.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY

136 Water Street, New York — *J. F. Vazquez, Agent* — Telephone John 1379

Send for a copy "Tobacco Trade Notes"

LOOK FOR THE GUARANTEE STAMPS

If it's Good— It's PORTO RICAN

News from Congress

(*Continued from Page 16*)

resentative of another as an inducement, bribe or reward to influence his action in relation to the business or affairs of his employer or principal, where such business or affairs are in interstate commerce. Both giver and taker of the bribe are covered by the bill.

It is provided that the fact that the giving or acceptance of commissions, money, property or other valuable thing is customary in any business, trade or calling shall not be a defense in prosecutions under the act. Immunity from prosecution, however, is provided for any person guilty of an offense under the bill who shall first report the facts to any United States district attorney.

The Department of Justice has been asked to render an opinion upon the validity of the proposed legislation and to make any suggestions which might tend to strengthen it.

Petition to Reopen Mileage Book Case is Presented

Reopening of the interchangeable mileage case has been asked of the Interstate Commerce Commission by the International Federation of Commercial Travelers' Organizations. In a petition asking for new hearings in the matter, it is pointed out that the income of the railroads has materially increased since the subject was first brought up and that the net operating income for 1923 was "substantially greater than it was in any of the three preceding years, despite the fact that on July 1, 1922, the carriers were required by the Commission to reduce all of their rates substantially ten per cent."

The petition points out that during the first six months of 1922 the average number of passengers per car for the United States was fifteen, and that one more passenger per car would produce in gross annual revenue an increase of $63,302,400, or more than enough to offset the loss of $60,000,000 which the railroads declared would result from the use of mileage, and that a substantial increase in passenger miles can be accomplished without any increase in operating expenses.

"An interchangeable script ticket at a discount of twenty per cent. or more," it is declared, "will substantially stimulate and increase passenger travel, and such increase in travel will bring about additional revenues more than sufficient to offset the loss in revenues that would otherwise result from such a discount."

New Child Labor Law Being Considered

A report recommending the adoption of legislation providing for a constitutional amendment, to be ratified by the States, under which Congress will be given the right to prohibit child labor or to regulate such labor, will be submitted to the Senate in the near future by the Senate Judiciary Committee, which for some weeks has been engaged in consideration of the various measures dealing with this subject which have been introduced in Congress.

The resolution which the committee will propose will amend the Constitution so as to give Congress the power "to prohibit the labor of persons under the age of eighteen years, and to prescribe the conditions of such labor." Under this resolution the power of the several States is to remain unimpaired, except that the operation of State laws shall be suspended to the extent necessary to give effect to legislation enacted by Congress.

Selling faster and faster every month —it's the taste neighbor, the taste!

Keep your eye on Chesterfield
Watch it forge ahead

Detroit News

(*Continued from Page 10*)

Furniture City last week and he had the window shoppers dumbfounded. His reproduction of the regular size dresser, made of beaver board and electric lighted, was one of his masterpieces. The panels of the dresser drawers and the mirror was so arranged that flashes of "Smoke 'Chancellor' Cigars" showed at different intervals. According to all reports "Chancellor" cigar sales showed a decided increase for the week in all the stores.

Dick Tobin, who for the past nine years has represented the Falk Tobacco Company in the Wolverine State, has resigned his position with the American Tobacco Company, which company now own the old Falk firm. Dick has accepted a position with the Continental Tobacco Company and will represent the new firm in his old territory (Michigan), where he is well known and has a big following in the tobacco industry. The brands that Dick will feature in the future are "Barking Dog" cigarettes, "Barking Dog" tobacco and "Dunhill" cigarettes. THE TOBACCO WORLD and the trade extend to Dick their best wishes for success and prosperity in his new position.

Chas. F. Becker, of the Charles F. Becker Company, has returned from Tampa, Palm Beach and Havana, Cuba, where he and Mrs. Becker have been sojourning for the past month.

Louis Altman, of M. Rodriquez & Company, New York, N. Y., called on the trade here last week. Louis expressed high approval of the business that was coming his way.

R. I. "Bob" Ellis, of San Martin & Leon, Tampa, Fla., made his bow to the Detroit retailers this week, with his new line. "Bob" said he was feeling fine and dandy and that his friends had been very good to him all along the route covered with his new line of high-grade cigars. "Bob" has many friends in the cigar fraternity here, and I understand he made some good connections in our city with the San Martin & Leon line.

Steve Herz, of the firm of D. Emil Klein Company, Incorporated, manufacturers of the "Emanelo" and "Lawrence Barrett" brands, gave the city the once-over last week. Steve reports his brands as doing nicely with all of his jobbers and special retail accounts.

Al Smith (American Tobacco Company) has arrived in the city to take charge of State on the Falk brands. The Falk products enjoy a big sale and have a wide distribution throughout the State. Al succeeds our old friend, Dick Tobin, who has resigned to accept another position. We welcome Al in our midst, and extend to him our hearty congratulations for success in his new territory.

E. W. Marlin, of V. Guerra, Diaz & Company, Tampa, Fla., manufacturers of made-in-bond "La Mega" cigars, was on the list of visitors here last week.

John L. McGuerty, representing Grosvenor, Nicholas Company, Incorporated, called on the Detroit clubs and leading retailers last week with his line of imported cigars.

Tom Powell, of Berriman Brothers, makers of "La Sinceridad," "Jose Vila" and "Don Cosme" cigars, gave the city the once-over last week. Tom says he is meeting with fine success with his brands in the various sections of his territory.

Fred Suss, of S. H. Furgatch & Company, New York, N. Y., arrived in town last week with his spring line of samples of "Vega del Rey." Fred seemed to be a little lonesome, owing to the fact that he missed some of his old side-kicks, who had just worked our town. However, he was greeted with a very fine display of "Vega del Rey" cigars at Bert Johnson's, the Detroit distributor of Fred's brands.

H. O. Webb, the "Dutch Master" booster of the Consolidated Cigar Corporation, has been in our midst for some time doing specialty work with the stales staff of Claude E. Howell & Company, local distributors of the Consolidated brands.

Jack Finn, of Philip Morris & Company, Limited, has returned from a two weeks trip through the Buckeye State. Jack reports "Philip Morris" and "English Ovals" as going over big in every section.

Ben Quartell, of Lubetsky Brothers Company, manufacturers of "Odin" cigars, has been with us for a few weeks looking over the condition of this well-advertised brand. The "Odin" cigar is distributed in this territory by the National Grocery Company and is enjoying a big sale throughout the city.

R. T. "Dick" Payton, of F. Garcia & Brothers, Incorporated, manufacturers of bonded clear Havana cigars, was here last week, making the rounds of the clubs and leading retailers. "Dick" says he is enjoying a very fine business on his line and that he expects this year to be his greatest.

J. M. Fleischman, representing Villazon & Company, signed THE TOBACCO WORLD register last week. J. M. says he has no complaint to make regarding business along the route just covered.

Yours truly,

Mike of Detroit

6,930,000 LBS. P. R. TOBACCO SHIPPED TO U. S. IN THREE MONTHS

According to "Comercio," a San Juan (Porto Rico) Spanish-English monthly magazine, shipments of tobacco from Porto Rico for the three months October to December, 1923, inclusive, totaled 6,930,511 pounds.

The shipments by months were as follows:

OCTOBER.		
Unstripped	43,017	lbs.
Stripped	2,684,342	"
Stems, scraps, etc.	262,522	"
Total	2,989,881	"
NOVEMBER.		
Unstripped	205,568	"
Stripped	1,729,970	"
Stems, scraps, etc.	213 876	"
Total	2,149,414	"
DECEMBER.		
Unstripped	16,643	"
Stripped	1,454,181	"
Stems, scraps, etc.	320,392	"
Total	1,791,216	"
Total for 3 months	6,930,511	"

CIGARS DECREASE IN JANUARY WHILE CIGARETTES INCREASE

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of January, 1924, and are issued by the Bureau. (Figures for January, 1924, are subject to revision until published in the annual report.)

Products	*Jan. 1923*	*Jan. 1924*
Cigars (large)		
Class A .....No.	208,937,195	201,469,597
Class B .....No.	138,558,000	106,264,823
Class C .....No.	201,841,712	186,325,241
Class D .....No.	7,927,688	8,134,814
Class E .....No.	1,918,791	1,829,333
Total .....No.	559,183,386	504,023,808
Cigars (small) .....No.	52,146,000	49,141,800
Cigarettes (large) ...No.	1,799,364	1,806,189
Cigarettes (small) ...No.	5,349,771,046	6,256,783,973
Snuff, manufactured...lbs.	3,543,895	3,973,679
Tobacco, manufactured.lbs.	33,545,630	34,217,046

NOTE: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of January.

Products	*Jan. 1923*	*Jan. 1924*
Cigars (large)		
Class A .....No.	4,809,700	5,010,300
Class B .....No.	805,600	891,450
Class C .....No.	3,813,302	1,900,120
Class D .....No.	35,650	13,100
Total .....No.	9,464,252	7,814,970
Cigarettes (large) ....No.	.....	197,500
Cigarettes (small) ....No.	42,000	41,200

Tax-paid products from the Philippine Islands for the month of January.

Products	*Jan. 1923*	*Jan. 1924*
Cigars (large)		
Class A .....No.	22,875,185	12,602,895
Class B .....No.	397,385	359,640
Class C .....No.	145,452	188,238
Class D .....No.	25	800
Class E .....No.	1,190	31
Total .....No.	23,419,237	13,151,604
Cigarettes (small) ....No.	180,730	16,053
Tobacco, manufact'd...lbs.	501	11

NOTE: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

THATCHER RE-ELECTED PRESIDENT OF A. B. S.

At the regular annual meeting of the board of directors of the American Box Supply Company, of Detroit, Mich., John B. Thatcher was re-elected president of the company for the ensuing year.

A. Loeb, of K. Strauss & Company, leaf tobacco dealer of North Third Street, was a visitor in New York City last week.

Insurance Policy
covering one
W D C
TRADE MARK
MILANO
PIPE
Whereas Wm. Demuth & Co. guarantee the bowl of this W. D. C. Milano Pipe to be hand made from genuine Imported Briar and
Whereas the stem of said pipe is hand cut and fashioned from solid vulcanite
It Is Hereby Agreed that Wm. Demuth & Co., in the event of said bowl cracking or burning through, as a result of reasonable use within two years from date of purchase, will replace the pipe, *complete, free of charge;* and that if the stem breaks due to any fault of material, *will replace the stem;* provided that in either case the pipe is returned to the Company with this policy, together with name of dealer from whom

The Insured Pipe that Insures Profits

The Biggest Protection Ever Given The Smoker
The Biggest Protection Ever Given The Dealer

It's a big idea--a regular insurance policy packed with each Milano Pipe, protecting the purchaser against burning or cracking of the bowl or breaking of the stem.

It's an idea so big that it would sell hundreds of thousands of Milano Pipes without a line of advertising—*but we're advertising it nationally to* 10,000,000 *people anyway.*

The advertising starts with a full page in color in March. The biggest demand in pipe history starts with it. Order additional Milanos from your jobber now—you'll need them—*and write us direct, at once, for Insurance Policies to pack with the Milanos you now have in stock.*

"It's a W D C"

WM. DEMUTH & CO.
230 Fifth Avenue, New York
World's Largest Manufacturers of Fine Pipes

MILANO
The Insured Pipe

A SOLEMN PROTEST AGAINST THE PROPOSED INCREASED CIGARETTE TAX

To the Members of the House of Representatives:

In connection with the proposed increase in the cigarette tax, we most earnestly submit for your consideration the following:

Under the present tax rate of $3 per thousand the consumer is already paying to the Government 6 cents upon every package of twenty cigarettes.

Fully 90 per cent. of the cigarettes sold are of the type that is retailing at from 12 to 15 cents a package of twenty, and which may be safely termed "the poor man's smoke."

Thus out of the 12 or 15 cents, as the case may be, paid for a package of twenty cigarettes, the Government is now receiving 6 cents in revenue, and under the proposed increase the Government will be receiving 8 cents per package.

Using four pounds of green tobacco, as it comes from the farmer, for every thousand cigarettes, the present tax rates amount to 75 cents per pound, and with the additional $1 proposed by the recent amendment, the tax will equal $1 per pound.

The average price that the farmer is getting for his tobacco, according to the Agricultural Department Reports, is slightly over 20 cents per pound. Thus while the farmer is only getting 20 cents per pound for his tobacco the Government is collecting 75 cents per pound in taxes, and it is now proposed, under a new amendment, to make it $1 per pound, five times the amount received by the farmer for his tobacco.

This tax rate, the highest in the history of the country, was originally adopted as a war measure. The war is long since over, but this tremendous tax rate is still in effect. Surely the millions of consumers, as well as the hundreds of thousands of tobacco farmers, not to speak of the manufacturers and dealers, who have had every reason to hope for a reduction of this war emergency tax rate will look with profound amazement at this attempt to increase their burdens instead.

We respectfully ask, therefore—

Is it fair, in face of the public's just demand for relief from the war revenue taxation, to raise the poor man's tax on his smokes to 8 cents per package?

In the light of the announced purpose of the present bill to reduce the direct taxation of the man of small means, is it just to make him pay back such reduction, if not more, by indirect taxation?

Cigarettes may or may not be a luxury, but if they are a luxury they are the only luxury that even the poorest can indulge in, and surely to make the poor man, who can afford to spend only 12 or 15 cents a day for his twenty cigarettes, pay a tax of approximately $30 a year thereon, in times of peace, and when the whole country is justly looking for relief from the war tax burdens, can hardly be justified.

It is claimed by the advocates of the proposed increase that at the present rate of consumption the increased tax rate will yield $60,000,000 of additional revenue. But seemingly they have overlooked the fundamental fact that the additional tax rate will necessarily mean an increase in the price of cigarettes of 2 cents per package, and that the consumer may resent paying 8 cents in taxes every time he purchases a package of cigarettes; and that this may lead to such a curtailment of consumption as will reduce rather than increase the Government's revenue, not to speak of the additional burdens upon the consumer and the injury to the industry including the farmer.

We most earnestly protest therefore against the proposed increase.

Respectfully submitted,

TOBACCO MERCHANTS ASSOCIATION OF THE UNITED STATES,

By Charles Dushkind,

Counsel and Managing Director.

WEBSTER CIGAR COMPANY AGREES TO CEASE USING WORD "HAVANA" ON ADVERTISING MATTER AS WELL AS LABELS AND BANDS

At a hearing in New York City on February 15, the Webster Cigar Company, through its attorney, stated that they had ceased using the word "Havana" on all advertising matter as soon as their attention was called to the fact that it was in violation of the law, and the case of the American Fair Trade League against them was accordingly withdrawn. The defendant's attorney made the following statement:

"I want to say this, your Honor, that the Webster Cigar Company has acted throughout this matter in entire good faith; that as soon as its attention was called to the fact that a claim was being made that it was violating the law it gave no further orders for the alleged offending labels and advertising matter, but instead gave orders that changes should be made so that the objectionable words 'Habana' and 'Standard for Over Fifty Years' should be eliminated, and we have presented the District Attorney a number of new labels which are already in circulation, and as rapidly as our old stock of labels and advertising matter shall be used up it will be replaced by matter to which no exception can be taken by either the District Attorney or the American Fair Trade League. Perhaps I ought to add that this word 'Habana' is used very freely by tobacco companies and cigar companies which do not make absolutely pure or clear Havana cigars. It has grown up almost as a usage or practice and was merely followed by the defendant. They did not originate it; they went into it innocently, and now that they find that any exception is being taken to it they are going to get out of it as rapidly as possible, because we want to co-operate with the American Fair Trade League and the District Attorney in seeing that competition in this merchandise is fair and clean."

Assistant District Attorney Max Salomon, who has had charge of cases before the Commercial Frauds Division of the Court of General Sessions, gave out the following statement:

"The outcome of this case is of great importance to every tobacco smoker. Among other things, it affirms the principle that the consumer can look to the law to protect the quality of his tobacco just as it protects the quality of his food and his clothing. The cigar smoker certainly has a right to demand that the courts restrain manufacturers from misrepresenting the quality of their goods.

"Many cigars manufactured from low grades of domestic and other tobaccos, some of which contain only a small percentage of Havana tobacco, are labeled 'Havana,' 'Mild Havana,' and 'Havana Blend.' While the majority of manufacturers now label their cigars fairly, some use trade terms which, however well understood they may be in the trade, mislead the smoker. Every lover of good cigars will rejoice in the success of the Commercial Frauds Branch of the Court of General Sessions in bringing this important case to a settlement consonant with fair trade practices."

Business Building

(*Continued from Page 14*)

thought of the time after tomorrow. For this prosperity talk seems to have stirred up the fighting blood of many business houses. They are going to get all they can while the getting is good.

This makes it necessary for you to change "that easy feeling," and highly resolve that the wrecking crew ain't going to get you. Keep your business up-to-date, read Business Building for pointers, refine your business in every detail, and Prosperity may not only smile, but may laugh right out loud as he passes your door.

A word to the ambitious only.

Now there is LaSalle University, out in Illinois. Teaches advanced business and such, by mail, and has thousands of pupils all over the world. Seeks to awaken ambition and enthusiasm, as well as impart business knowledge. Doing a great work. Here is what it said last month:

"We believe in the magic of training. We believe a trained man is entitled to sure and great rewards. We believe the greatest thing one man can do for another is to awake his sleeping ambition, to fire his imagination with the golden possibilities of the future if he will train and prepare.

"We believe that the greatest thing a man can do for himself is to keep the fire of desire burning clear and bright, to inspire him to use every talent, every power to win his advancement into worth-while positions.

"We believe in the triumph of the man who visions a great future for himself, who trains for the journey, and who cannot be persuaded to delay or quit by attractions on the way or by obstacles in the path. We believe in the man who says I can—I will, and that he will some day say, I can and I did."

Friend Ambitious Man, get the joy of life, and the love of work in your system, cultivate enthusiasm. There are great days ahead of us. Life is going to be full, and rich, and joyous to those who fill their minds with the desire to get the best out of it.

EARLY FEBRUARY WEATHER UNFAVORABLE FOR PORTO RICAN

For the week ending Saturday, February 2, a bulletin from the United States Department of Agriculture, Weather Bureau, to the Government of Porto Rico Tobacco Guarante Agency, says:

"Precipitation averaged 0.33 inch, less than half of the normal amount. The deficiency affected all sections but was greatest in the South and West areas. The temperature was below normal North of the divide and above normal in the South and West. Weather conditions caused further losses to the plantations of tobacco in many places."

After all nothing satisfies like a good cigar

Marshall Field Cigars

Distinctive Quality

HOWARD F. PENT
PRESIDENT
The Coraza Cigar Co.
SEVENTH AND CHERRY STREETS
PHILADELPHIA, PA.

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

INCREASING ONE'S SALES QUOTA

By Bruce F. Richards

1. Always make positive suggestions, carefully avoiding negative ones.

* * *

2. Be thoroughly sold on the proposition yourself which you offer, or you cannot expect to interest, convince and sell your prospect.

* * *

3. Remember that the honorable American business man is the peer of any king, and that he has nothing to fear and no reason to be over-awed by anyone.

* * *

4. Appreciate fully the value of Good Will which is based upon reliability and friendliness.

* * *

5. Make adequate preparations for successful selling effort, by starting on time, by having your sales methods in hand, by being physically fit, and by knowing when and how to start, and when and where to stop.

* * *

6. Do not make the mistake of bombarding your prospect with *all of your* arguments, at first. Instead of that know which ones to hand out in the beginning, and which ones to reserve for the final effort in concluding the sale.

* * *

7. Hold in mind a mental picture of yourself as earnest, interested and successful in the sales effort in which you are engaged.

* * *

8. When you find that in spite of your best efforts you have failed and you are beginning to wonder if you have the right proposition after all—take yourself immediately in hand and *re-sell yourself* on the business you are doing. The man who never re-sells himself is bound to get flabby and loose in his arguments.

* * *

9. When a run of poor business overtakes you, it is high time to roll up your sleeves and spit on your hands, figuratively speaking, and to say:

"See here, White Boy, I'm *disgusted* with you. Go to it, and show 'em what you can do!"

You'll win!

* * *

10. Learn to recognize the *moment* when the sale is actually made, whether the prospect acknowledges it or not. Then govern yourself accordingly.

* * *

11. Study what the needs—the actual needs of the prospect are, and then show him that you have what will meet those needs adequately and thus prove of real benefit.

* * *

12. Keep a private record of the results you are gaining, and then hold yourself to increasing those results slowly, perhaps, but steadily nevertheless. Always be prepared to report progress. This will insure success.

SCHUBERT CALLS ON NEW ENGLAND TRADE

Robert Schubert, of the leaf tobacco firm of Robert Schubert Company, Maiden Lane, New York City, is visiting the trade in the New England States.

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

York, Pa., February 28, 1924.

LAST week York had the pleasure of supporting two Automobile Shows—can you beat that? In a city of fifty thousand, to have two trade shows running at one and the same time, is going some. Personally, we always thought that no trade was big enough to support two camps—and certainly more real good can be accomplished for the trade in general if all in the trade work together in perfect harmony. Yet in spite of the inclement weather of the week, both shows seemed to draw good-sized crowds.

At the County Automobile Dealers' Association show the Jay Bee Animated Advertising Company had one of their automatic machines on display and that booth certainly drew the interested crowds.

In order to make the signs doubly attractive, several prizes were offered, as an inducement to get the people to read all the different signs on the board (there being twenty-four different trades and firms represented on it). First prize was a two hundred dollar outfit DeForest radio set. We are glad to report that among the winners of attractive business cards our own TOBACCO WORLD card drew down one of the prizes, which in this case was a large box assorted sizes, from panatela to celestials, "EL PODERSO" cigars, a smoke fit for a king. This was won by Mac, of the York *Gazette-Daily* (Around-the-Town man).

At a recent meeting of the York County Cigar Manufacturers' Association there was some talk of holding a tobacco show in York some time this year and it was decided to have the idea discussed more thoroughly at the next meeting.

These trade exhibitions cannot help but have business-stimulating effect on our trade and we certainly hope this idea will be carried out.

The Fix-Heynie Cigar Company have all of their factories busy on the "New York Hand Made" cigar. This firm operates several large-sized factories, of which two are located in York.

C. S. Gable reports trade conditions satisfactory on his line of cigars.

(*Continued on Page 26*)

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

HAVA FAVORITE:—43,680. For cigars. February 20, 1924. Ibach & Rader, Inc., Newmanstown, Pa.

MAH JONG:—43,682. For smoking pipes, cigar and cigarette holders. February 21, 1924. Kaufmann Bros. & Bondy, New York, N. Y.

GENERAL DAWES:—43,685. For all tobacco products. February 20, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

GENERAL HENRY T. ALLEN:—43,686. For all tobacco products. February 20, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

ADMIRAL GREFVE B. B. VON PLATEN:—43,687. For all tobacco products. February 25, 1924. Axel L. Thorsen, Chicago, Ill.

COVERED WAGON:—43,688. For all tobacco products. February 25, 1924. American Box Supply Co., Detroit, Mich.

FLOR DE UN DIA:—43,677. For tobacco. February 9, 1924. John B. Viegas, New York, N. Y.

LEHIGH BELLE:—43,678. For scrap tobacco. February 13, 1924. The Clark & Snover Company, Scranton, Pa.

DALES IDEAL:—43,679. For stripped tobacco. February 13, 1924. The Clark & Snover Company, Scranton, Pa.

ME-LACTA:—43,662. For all tobacco products. January 31, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

SANITARY SWEETS:—43,663. For cigars. January 30, 1924. W. J. Neff & Co., Red Lion, Pa.

DR. CHARLES HERBERT LEVERMORE:—43,664. For all tobacco products. February 5, 1924. American Litho. Co., New York, N. Y.

CHARLES HERBERT LEVERMORE:—43,665. For all tobacco products. February 5, 1924 American Litho. Co., New York, N. Y.

CARLOS LOPEZ:—43,668. For all tobacco products. February 6, 1924. Heywood, Strasser & Voigt Litho. Co., New York, N. Y.

NATIONAL FINANCE:—43,670. For cigars, cigarettes, smoking and chewing tobacco. February 4, 1924. Fred E. Druck & Co., Dallastown, Pa.

BIRTH-OF-NATION:—43,671. For cigars. February 9, 1924. M. H. Sevis & Son, Springvale, Pa.

SAHARA:—43,672. For smoking pipes. February 7, 1924. Superior Pipe Co., Inc., New York, N. Y.

PALAMAC:—43,673. For cigars. February 11, 1924. El Perfecto Cigar Mfg. Co., Palatka, Fla.

TRANSFERS

EL PROTECTOR:—(U. S. Tobacco Journal). For cigars. Registered February 13, 1886, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred by the American Litho. Co., successors to Geo. S. Harris & Sons, to Schwab Bros. & Baer, Inc., New York, N. Y., February 1, 1924.

CUCA:—(U. S. Tobacco Journal). For cigars. Registered February 23, 1886, by M. Alvarez, New York City. Transferred to Amo, Perez & Co., New York City, and through mesne transfers acquired by A. Amo & Co., Tampa, Fla.

BOUQUET DE BODA:—14,146 (U. S. Tobacco Journal). For cigars. Registered March 7, 1892, by Witsch & Schmitt, New York City. Through mesne transfers acquired by the La Boda Cigar Co., Chicago, Ill., and re-transferred to the Don Nieto Cigar Factory, Chicago, Ill., February 4, 1924.

FREE WILL:—33,142 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered November 7, 1907, by J. Englander & Co., New York City. Transferred to Ignatz Wieder, Brooklyn, N. Y., December 3, 1923, and re-transferred to Petre, Schmidt & Bergmann, New York, N. Y., December 4, 1923.

ATTRACTO:—15,512 (Tobacco World). For cigars, cigarettes, cheroots, stogies and tobacco. Registered February 24, 1908, by A. F. Muehlhauser, Quakertown, Pa. Transferred to A. F. Muehlhauser, Inc., Quakertown, Pa., February 5, 1924.

EL COMEDOR:—15,384 (Tobacco World). For cigars. Registered May 21, 1907, by A. F. Muehlhauser, Quakertown, Pa. Transferred to A. F. Muehlhauser, Inc., Quakertown, Pa., February 5, 1924.

THOMAS MAY PIERCE:—23,970 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered February 23, 1912, by the Penn Cigar Mfg. Co., Philadelphia, Pa. Through mesne transfers acquired by A. F. Muehlhauser, Quakertown, Pa., and re-transferred by A. F. Muehlhauser, Inc., Quakertown, Pa., February 5, 1924.

REGIS:—19,105 (Trade-Mark Record). For cigars. **24,610** (Trade-Mark Record). For cigarettes, little cigars and tobacco. Registered May 5, 1898, and May 10, 1901, respectively, by Jacob Stahl, Jr., & Co., New York City. Transferred to Esther Korn, New York City, February 3, 1923, and re-transferred to Martinez Havana Co., New York, N. Y., February 19, 1924.

ST. REGIS:—6645 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered by Thurber, Whyland & Co., February 21, 1890. (Conortons Tobacco Brand Directory.) For cigarettes, cheroots, cigarros and tobacco. By Jacob Stahl, Jr., & Co., in 1903. **27,363** (Trade-Mark Record). For cigars, cigarettes and tobacco. Jacob Stahl, Jr., & Co., October 7, 1902. Through mesne transfers acquired by Esther Korn, New York City, and re-transferred to Martinez Havana Co., New York, N. Y., February 19, 1924.

MELITA:—12,287 (Tobacco World). For cigars. Registered March 5, 1898, by Chas. H. Voigt, Philadelphia, Pa. Through mesne transfers acquired by the Bennett Cigar Co., Philadelphia, Pa., and re-transferred to Gus M. Bennett, Philadelphia, Pa., February 21, 1924.

EDITH MASON:—12,289 (Tobacco World). For cigars. Registered March 5, 1898, by Chas. H. Voigt, Philadelphia, Pa. Through mesne transfers acquired by the Bennett Cigar Co., Philadelphia, Pa., and re-transferred to Gus M. Bennett, Philadelphia, Pa., February 21, 1924.

CORRECTED PUBLICATION

PALAMAC:—43,681. For cigars. Registered February 11, 1924, by Walter McNally, Palatka, Fla.

CROWN PIPE REPRESENTATIVE TO VISIT U. S.

Charles Maas & Company, Ltd., manufacturers of the celebrated "Crown" pipes, of London, Eng., announce that their representative A. J. Ellis will arrive in this country about the second week in March and will visit the larger cities and towns in the interest of the "Crown," "London Made," "Briar" pipes.

The Charles Maas Company is one of the pioneers of the smoking pipe business in the British Isles, being established in 1878.

Owing to the success and growth of their business in the British Isles they feel confident that their goods will find a ready market in this country, as it appears that the demand for the type of goods in the United States is similar to that of Canada, and their sales in that country have increased enormously during the past year.

York County Notes

(*Cointinued from Page 25*)

S. L. Etter & Son, jobbers, have recently taken on the "Dependo" cigar in several sizes. This brand is manufactured by the Associated Cigar Manufacturers, a Reading, Pa., concern.

Young & Busser are making a drive on their private brand cigars, "Pride of York," and are covering the county with posters. This is an honest-to-goodness eight-cent cigar of merit and they are building up a nice trade on it.

Lloyd P. Myers, jobber and distributor for the "York Imperial" and "Keen Kutter" cigars, has recently added the "Thomas Nelson" cigar, an eight-cent proposition made by H. J. Roth, McSherrystown, Pa.

Saylor Brothers, West Market Street jobbers, report business good on the numerous brands that they distribute.

JAY BEE.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

IRREGULAR PAGINATION

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia
Shadegrown Wrappers

We Are Now Ready To Offer Our Holdings In 1923 Crops.

AMERICAN SUMATRA TOBACCO CO.

131 Water Street New York City

After all nothing satisfies like a good cigar

286.89
T558

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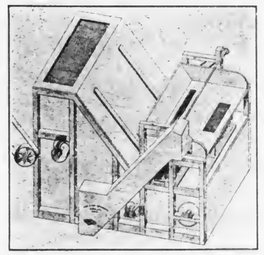
MARCH 15, 1924

VOLUME 44 No. 6

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Best Cigars *are packed in*

After all nothing satisfies like a good cigar

WOODEN BOXES

Where All the World Will See and Read

At one of the busiest corners of the country, diagonally across from the Pennsylvania Hotel, and one block from the Pennsylvania Railroad Station, dominating both populous 34th St. and busy Seventh Avenue this illuminated sign will tell the world:

"After all nothing Satisfies Like a Good Cigar"

and that

The Best Cigars are packed in
WOODEN BOXES

MANUEL

10 cents and up

A BULWARK of BUSINESS

—*because it holds customers*

Manuel will make a definite business for you

YOU want to sell a cigar that does three things: *First*, looks good; *Second*, tastes right; *Third*, satisfies. In Manuel, we make just that kind of Cigar.

Manuel is building business for dealers everywhere. Always popular, its fine quality and perfect condition are increasing Manuel Sales by large percentages every month.

What Manuel is doing for other dealers, it will do for you.

A CIGAR OF RARE EXCELLENCE

MANUEL CIGARS

ALLEN R. CRESSMAN'S SONS *Cigar Manufacturers* Philadelphia

SAN FELICE 2 for 15¢

EL VERSO 10¢ 2 for 25¢ 15¢

TWO GOOD CIGARS

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Get the Utmost in Advertising Values

at practically no expense
by using the

WOODEN CIGAR BOX

for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

Mild! After all nothing satisfies like a good cigar

The new
LA TOSELLA
BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOSBOW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"

OPTIMO
VERY MILD VERY MILD
CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

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MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

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WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

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A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 44 MARCH 15, 1924 No. 6

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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Harry Blum's
NATURAL BLOOM
QUALITY CIGARS

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

"IT'S TOASTED"
LUCKY STRIKE
"IT'S TOASTED"
CIGARETTES
To men who have tried out various cigarettes, there's nothing so wonderful as to discover LUCKY STRIKE.
45 minutes' toasting brings out its aristocratic flavor—great production, its democratic price.
LUCKY STRIKE
"IT'S TOASTED"
A quality cigarette at a quantity price—aristocratic flavor at a democratic cost.
Change now to the brand that never changes and you'll never change again.
LUCKY STRIKE
"IT'S TOASTED"
"IT'S TOASTED"
LUCKY STRIKE
"IT'S TOASTED"
There's one thing in common between the man leaving the opera, and the man leaving a movie —LUCKY STRIKE.
At Palm Beach, Newport—wherever smart folks gather —Lucky Strike is a reigning favorite.
LUCKY STRIKE
"IT'S TOASTED"

Here are some of the new-style Lucky Strike advertisements now appearing in newspapers throughout the country — they win friends who never change from the brand that never changes.

LUCKY STRIKE

"IT'S TOASTED"

made good

—*made good* with jobbers and retailers because it *made good* with smokers everywhere.
CONGRESS CIGAR COMPANY, Philadelphia

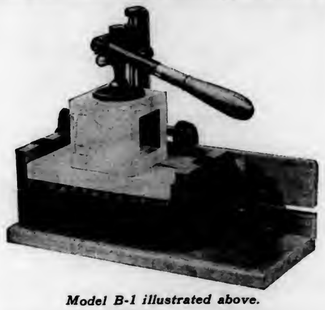
LA PALINA
CIGAR
IT'S JAVA WRAPPED

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER — After all nothing satisfies like a good cigar — PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"



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PACK CIGARS RIGHT

and get a uniform pressed shape to each cigar in every box. No broken wrappers. Impossible to overpress pack.

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Model "A" without top lever, for 50 cigars -	$ 5.00
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All packers are adjustable to any standard size box.

Pulte-Korreck Machine Co.
GRAND RAPIDS, - - - MICHIGAN

68⅘% in one Year!

It's Good because it's PORTO RICAN

At a time when cigar production remained almost stationary, shipments of Porto Rican tobacco to the United States increased 68⅘%!

In 1921 - - 15,330,000 Lbs.*
In 1922 - - 25,883,000 Lbs.*

*Figures from Dept. of Commerce Year Book, 1922, recently issued.

The judgment of cigar manufacturers is plainly indicated

LOOK FOR THE GUARANTEE STAMPS

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY

136 Water Street, New York — *J. F. Vazquez, Agent* — Telephone John 1379

Send for free copy "Tobacco Trade Notes"

Volume 44

THE TOBACCO WORLD

Established 1881

Number 6

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, MARCH 15, 1924 — Foreign $3.50

EDITORIAL COMMENT

GOODWILL in business usually figures as a more or less vague asset but it may be of some interest to the trade to contemplate some of the factors that contribute to its value.

Last September a friend purchased for us a standard article manufactured by a firm of national reputation. Through our own negligence the article was broken. We immediately sent it for repair to the local branch office. The part to be replaced would cost about twenty-five cents, and the time required would not be more than half an hour. It was accepted for repair but later we were advised that the sale could not be traced, and that they would have to have the name of the dealer who sold it. It so happened that the article was purchased by the resident of a western city, and he did not remember where he bought it. However, there was no question as to the article being a legitimate product of the factory referred to. We were willing and expected to stand the repair expense. The part was returned for repair early in November and in March we are still writing letters about it.

The good will of this company, as far as we are concerned, is nothing.

Last December we purchased a good pipe of standard manufacture. A couple of weeks ago our small daughter wanted to see how the pipe was put together and being unable to loosen the bit, broke it off in the pipe.

We happened to be in the city where the pipe manufacturer maintained headquarters and so we called, explained what had happened and asked to have it repaired, at our expense, of course. There was not a second wasted in questions or quibbling. We were invited to choose a new pipe immediately so that we would not be inconvenienced, and in fact we were urged to select a new pipe. We declined, however, as our own pipe was "broken in." About a week later our old pipe was returned with a new bit, and an invoice marked "gratis."

We have told the dealer where the pipe was purchased, of our experience, and the firm has two enthusiastic boosters today.

The dealer has more confidence than ever before in this particular line of pipes, and does not hesitate to add his personal guarantee to the printed guarantee that comes with the pipe.

And as for ourselves it is one of life's pleasures to use and recommend the merchandise of manufacturers who are so absolutely earnest in their desire to establish and maintain good will with their customers.

In the case of the first experience cited, the firm is rated in millions and the product is one of the best on the market, but as far as we are concerned their goodwill with us registers zero.

Our experiences are not out of the ordinary and we think that our reactions to them are human, and as such are worthy of contemplation and consideration by every man.

Study and practice the right way to build "Goodwill."

THE National Board of Fire Underwriters have just issued a report stating that the fire losses last year exceeded by millions the amount of the nation's personal income tax receipts.

The careless smoker is held responsible, according to the report, for the greatest number of fires causing losses aggregating $25,776,951.

Probably the lighted match carelessly tossed away does cause a large number of preventable fires, but we have never been convinced that the lighted cigar or cigarette is responsible for even half the conflagrations blamed on them.

Whenever there is a fire of undetermined origin, the newspapers usually blame it on a cigarette. We do not know whether the underwriters derived the basis for their reports from this source or not, but if

(*Continued on Page 9*)

PHILADELPHIA.

RETAILERS DISCUSS FORMING ASSOCIATION

On Thursday evening, March 6th, there was quite a representative gathering of retail cigar dealers in the building adjoining the Scarlett Store, at Seventh and Chestnut Streets, for the purpose of discussing the organizing of a Retailers' Association. Samuel Welsh, proprietor of the Scarlett Store, is the leading spirit in the movement and much constructive discussion featured the meeting. The consensus of opinion seemed to be that the remedy was within the reach of the retailers themselves, and was largely caused by jealousy. More meetings are to follow, and the jobbers will be invited to participate in the discussions.

PURITAN CIGAR COMPANY MOVES

The Puritan Cigar Company has taken over the factory and equipment of the Spencer Morris Cigar Company, at 814 Winter Street, and will move their business from 149 North Fourth Street.

They will manufacture cigars under the "Madam Butterfly" label, having recently acquired this title from A. N. Davis, who purchased it from the Progressive Cigar Company a short time ago.

BAYUKS DECLARE REGULAR DIVIDEND

At a meeting of the board of directors of Bayuk Cigars, Incorporated, the regular quarterly dividends were declared of 1¾ per cent. on the first preferred, 1¾ on the second convertible preferred and 2 per cent. on the 8 per cent. preferred stocks.

PIKE LEAVES ON WESTERN TRIP

Mr. Pike, of Bobrow Brothers, will leave on Monday next for a short trip through the Middle West territory in the interest of his brands, "Bold," "Topic," "Recall" and "La Tosella."

WILLIAM BRECHT IN NEW ORLEANS

William Brecht, of the cigar box manufacturing firm of F. Brecht's Sons, North Orianna Street, is visiting in New Orleans and expects to view the Mardi Gras at that place.

William Bythiner, of the leaf tobacco firm of Louis Bythiner & Company, North Third Street, has returned from a visit with friends in New York City.

Harry Boston, of Wm. Demuth & Company, was a visitor in Philadelphia this week in the interest of "W D C" pipes.

NEW NEW YORK OFFICES FOR CONGRESS

The branch offices of the Congress Cigar Company, have been moved from 132 West Forty-third Street, to 130 West Seventeenth Street. The new offices are more spacious and have been fitted throughout in an elaborate manner. Mr. Kraus, manager of the New York branch invites his many friends and the trade to visit the new offices and get acquainted with "La Palina."

PRESENT BUSINESS FAIRLY SATISFACTORY TO RETAILERS

Business during the past two months, according to reports, was satisfactory, in so far as the fact that it came up to expectations and in many cases exceeded last year's business for the same period. Retailers and leaf dealers are expecting the months of March and April to hold up equally well, if not better. However, cigarettes continue to lead them all.

DUSEL, GOODLOE BRANCH ROBBED

The branch office of Dusel, Goodloe & Company, at Atlantic City, N. J., was entered by burglars some time on Sunday night last and cigars valued at between $1700 and $2000 were stolen. The burglars were very particular to take only the best of the stock, such as "Websters," "Natural Blooms," "La Primadora," "Optimo" and "Blackstones."

The loss is covered by burglar insurance.

"Jimmie" Goldwater, the "Natural Bloom" booster was a visitor at the offices of Dusel, Goodloe & Company, at their Philadelphia headquarters last week.

SAM BAYUK LEAVES FOR AMSTERDAM

Samuel Bayuk, president of Bayuk Cigars, Incorporated, has left for Amsterdam to attend the Sumatra inscriptions there. Mr. Bayuk was accompanied by his wife and daughter.

William Link has joined the sales force of the Bayuk organization and will cover the South Philadelphia territory. He has had previous experience with the firms of Pent Brothers and the Steigerwald Company.

I. M. ("Jack") Jacoby, of the firm of Meyer & Mendelsohn, Incorporated, was a recent visitor to Philadelphia, calling on the trade.

AGED WOMAN BURNED TO DEATH

An alarm of fire was turned in yesterday afternoon by a man who saw smoke issuing from a window at 1940 Pemberton Street, and when firemen arrived and broke down the door they found Rebecca Mason, a negro, ninety-four years old, on the floor with her clothing in flames. It is supposed that the woman fell asleep while smoking her pipe and the pipe fell from her lips and ignited her clothing. A corncob pipe containing lighted tobacco was found nearby. The woman was taken to a hospital where she was pronounced dead.

Howard F. Pent, president of the Coraza Cigar Company, has just returned from a trip through the Middle West in the interest of "Marshall Field." Mr. Pent reports that the business outlook is good for his brand and several new accounts were opened on this trip.

W. D. Taylor, president of the firm of M. J. Dalton Company, Fifth and Chestnut Streets, has just returned from his annual trip to Tampa and Key West.

William Paley, of the Congress Cigar Company, is now in the Middle West visiting the trade in the interest of "La Palina."

TAX SITUATION STILL REMAINS UNCLARIFIED

The Tax Bill passed by the House on February 29th has now been under consideration by the Senate Finance Committee for about ten days. But the situation still remains unclarified.

In testifying before the Senate Finance Committee, Secretary Mellon maintained that the Tax Bill as passed by the House will produce a deficit of about $55,000,000 and urged a revision of the tax rates calculated to provide sufficient revenue to cover the estimated deficit.

The situation now seems to be further complicated by the Bonus Bill which has been reported out by the Ways and Means Committee and which is scheduled to be passed by the House on Monday next, providing for paid-up insurance at a cost to the Government, variously estimated from $2,000,000,000 to $5,000,000,000, which will require an annual disbursement of at least $90,000,000, for which no revenue has been provided.

As the Bonus Bill which, as already stated, will probably be passed by the House on Monday, will immediately go to the Senate Finance Committee, it is altogether probable that the Finance Committee may consider both the Tax Bill and the Bonus Bill at the same time.

However, interesting and important developments are expected within the next week or ten days when the trade will, of course, be promptly advised.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

GENERAL DECLARES DIVIDEND

The regular quarterly dividend of $1.75 has been declared on the debenture preferred stock of the General Cigar Company, payable April 1st, to stockholders of record at close of business March 24th.

Editorial Comment

(*Continued from Page 7*)

they did we think there is fair grounds for questioning the accuracy of their figures.

There can be no question about there being plenty of careless smokers, and because of them smoking is being increasingly hedged about with restrictions. It behooves every member of the trade to be on his guard himself, and to whisper a word of friendly caution whenever he sees a smoker who is inclined to be careless with fire.

MAKING WINDOW DISPLAYS

By J. E. Bullard

Most of the things the tobacconist places in his windows are both light in weight and small in size. In order to make an effective display it is usually necessary to have some sort of supports upon which to place these.

He may have a series of shelves built into the rear of the window arranged like a flight of steps and use this as a permanent display support, but this has the disadvantage that when he changes his display there is nothing to show that it has been changed except the new goods.

It is more effective if the supports for the goods can be changed each time the display is changed, that is if the window can be made to look entirely new. The goods being light in weight makes it a comparative easy matter to make supports of all kinds.

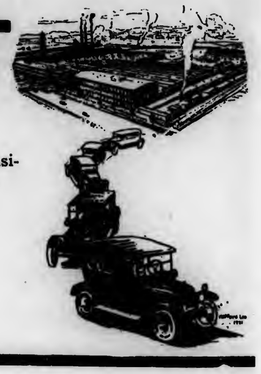
Light pieces of wood and corrugated cardboard is all that is needed for the material aside from some tacks and nails needed to hold it in place. As a matter of fact the entire support may be made of corrugated cardboard if desired. A good plan, however, is to make little benches or boxes of different height which can be arranged to form the appearance of steps or can be used separately.

These can be easily and quickly made. Simply cut out six pieces of board of the size and shape needed, two for the ends, two for the sides, and one that is to form the top of the bench. Use wooden sticks about an inch square and cut the right length inside the corner to which to tack the cardboard. Strips split out from the boards of a packing case and with the edge planed straight and smooth will answer the purpose.

Such benches as these may be made any length, width and height and serve admirably for supports for the goods to be displayed. With each change of the display, these supports may be changed to new positions and arrangements. They may also be covered with a different color of paper each time they are used. It is not necessary nor is it advisable to paste this paper to the support. It is better merely to lay it over and if it must be fastened in place to use pins.

Following out much the same construction, cardboard panels and screens may be built to serve as a background for the display. Upon these if desired goods to be displayed may be directly fastened either with thread or pasting in place. Little shelves may also be attached to the screens. The panel effect may be secured by using narrow strips of paper of one color as a border and paper of another color for the center of the screen.

DETROIT



Much New Construction Under Way Promises Good Business for 1924—Giant Exposition Planned for Entire Month of April—Arthur S. Parker Dies Suddenly —J. B. Pace Returns to Old Home for Visit— Sam Gilbert Returns From Pacific Coast

Detroit, Mich., March 15, 1924.

DETROIT is growing fast. Announcement that the Kunsky interests will erect a new downtown theatre, at a cost of two million dollars, follows the start of a big addition to the J. L. Hudson Company store, while structural steel workers are busy erecting the framework of the palatial new Book Cadillac Hotel. These are a few of the important projects which will help to improve the physical appearance of Detroit, besides giving better opportunity for business and entertainment. All of which indicates that Detroit will be a busy and prosperous city for a number of years, and that the men with money to spend regard this city as being on the crest of a wave of material progress.

Big exposition to tell the world of Michigan. An all-Michigan industrial exposition as part of a plan of the Michigan industry to show its resources to the people of the State and nation will be conducted in Convention Hall during the entire month of April. Manufacturers and capitalists are making plans for the show. The exhibits will occupy five acres of floor space, or an area twice as large as Madison Square Garden, and three times as great a space on all the exhibition floors of the Grand Central Palace in New York.

Arthur S. Parker, founder and former president of the Detroit Drug Company, an organization which operates a chain of fourteen retail stores in this city, died suddenly in Los Angeles, Cal., of heart disease. He was sixty-eight years old. Mr. Parker, graduated from the University of Michigan in the class of 1879, and has been engaged in the drug business in Detroit since that time. Besides Mrs. Parker, he is survived by a brother, Justice Parker, of Indianapolis, and a sister, Mrs. Jenny Andrews, of Washington, D. C.

"Tom" Hocknall, one of the best-known cigar salesmen in the city of Detroit, has accepted a position with the Swift Cigar Company, and will boost the sale of "Swift" cigars in Detroit and vicinity.

Mike Meyers of Rosenthal Brothers, has returned from a six weeks trip through the State, where he has been doing promotion work on the famous "R. B." cigars. Mike reports a very successful trip and says his brand is doing very nicely in all sections of the State.

A. J. Mitchell, representing Julius Klorfein, of New York City, is doing some effective work here on "Garcia Grande" cigars. A. J. is keeping the trade well supplied and is ever on the job to promote the sale of his brand. Lee & Cady, Incorporated, are the local distributors of "Garcia Grande" cigars, for the State of Michigan.

The Rubner Cigar Company has been incorporated with a capital of $5000 with headquarters at 2715 West Grand Boulevard, Detroit, Mich.

Four bandits held up the porter of Striker's Cafe, Lafayette Boulevard and Shelby Street, chiseled open the safe and escaped with $3500 in cash and diamonds, early one morning last week. After finishing the job on the safe, the thugs smashed the cigar case and helped themselves to the choice cigars and cigarettes. The cafe is owned and operated by Mrs. M. E. Striker, and is the meeting place of the downtown business men for luncheon and dinner. The cafe is known throughout the country for its wonderful food.

"Bob" Howell, of the Cunningham Drug Company, and known throughout the city as an artistic window trimmer and designer, is a busy man these days. "Bob" is the boy who knows how to arrange them, the kind that brings the customers in to buy, not to shop. Since "Bob" has been on the job, his cigar windows have helped our side-kick "Bill" Felner to increase the sales of his department 100 per cent. So, go to it "Bob," we cigar peddlers are watching your windows for our brand.

Les Payette, of the John P. Hemmeter Cigar Company, has returned from a ten days' trip to Grand Rapids and western points in the State.

"Jim" Pace, Michigan representative of Waitt & Bond, manufacturers of the famous "Blackstone" cigars, has left for his home in Pennsylvania, where he will sojourn for a while, looking after the interests of his brand. Later, "Jim" will return to Detroit with his family, where he will make his future home.

I. Rosenthal, of Rosenthal Brothers, Scranton, Pa., manufacturers of "R. B." cigars, is expected in Detroit within the very near future. While here Mr. Rosenthal will make arrangements for a twelve months advertising campaign in the State newspapers. The first gun will be fired in this campaign when he hits our city and the local distributor is going after the business with this high-grade cigar.

Mr. Mahon, of the cigar department of P. Lorillard Company, was a visitor here last week, looking after the interest of "Muriel" cigars.

(*Continued on Page 18*)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

YOU are discouraged about putting in time arranging your show window, because no matter how interesting you have it the people go by without giving it even a once-over.

How can you get them to stop, look in, read your catchy placards, absorb the fact that you have unusual goods at interesting prices?

That's easy, and I will tell you how.

Get something that has life—say a dozen common minnows, put them in a large glass bowl of water, have a placard written by a sign man reading:

Specimens of the Famous Cyprinidæ
They eat Mosquito Larvæ with passionate fondness. Scientists say if raised in quantities they may clear New Jersey of mosquitoes.

Then hire a man to stop in front of your window every half hour, strike an attitude of deep interest, gaze intently at the little fish, at the placards about goods, and then enter your store and buy a cigar.

If you are in a city where people are continually passing, take my word for it, you will have observers galore of your show window.

You can do the same with any live critters; rabbits for instance. But for goodness' sake don't call 'em common rabbits; call 'em Lepus Cuniculus, and explain they multiply rapidly; they almost drove the white people out of Australia.

You don't have to spend big money to attract attention—just a little thought, an idea. They turn the trick at trifling cost. Great are ideas.

"The chief factor in a successful store today is the men and women who are working in that store," said George B. Johnson, president of the National Dry Goods Association, "and when one store has a better personnel than another its chances of success are just that much greater."

This opinion is not held by only one, but by most every one, and it grows in earnestness with the passing years.

And it is receiving more attention than anything else.

That is where you prick up your ears, sit up and take notice. If a man should come along and tell you to spend dollars by the hundred to enlarge your show window, or refurnish your store, or to take big space in newspapers, you would perhaps be justified in sitting tight, in masterly inactivity, with your hand close pressed upon your pocket.

But when it comes to improving your personnel, which is you, and which won't cost nary a cent, why, you're interested, of course.

You ain't going to go to school again, that's sure, and you ain't going to scrap the knowledge you have gained, for that is useful beyond compare. But I'll tell you what I believe you are going to do. You are going to build on that knowledge—slowly, surely, easily and comfortably. I said easy, because you will merely read your trade papers a little more carefully. You will question traveling salesmen more closely. You will watch the show windows, the stores, and the methods of other dealers in your line; you will reflect on them as you leisurely puff on an easy puller, and you will adopt in your business those which will help it.

That's all, but it is enough to keep you up to the profession, and it's easy.

Successful retailers seem to be great believers in stunts. But, being successful, they are of course, dignified, and they don't call them "stunts." They call them Sales Plans or advertising methods, or bargain days. And they pull them off every whip-stitch.

Why don't you do the same?

Keeping your store in the public mind is your very life blood. Let the public forget you and it is Good Night.

Stunts are therefore valuable—very. For they are dramatic and sensational.

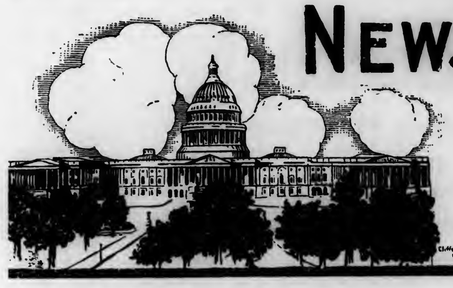
Why not have a scrap book for selling-stunts, and write in it, or paste in it, descriptions of every good selling-stunt you see. In due time that book would be as precious as some of the rare copies we read about in the papers which command anywhere from a hundred to a hundred thousand simoleons.

Start it with this one, being the only one I have room for here, for the editor is stingy on the space I get. On a certain day let every tenth customer have his purchase free. Advertise it in your newspaper, your show window, by circulars. It will be "different" it will attract attention. It may not sell many goods, but it will help keep you on the map, and that is what you want.

We are hearing a good deal about fundamentals in religion. Let's consider fundamentals in business. Here they are—Turnover, Diversified Stock, Advertising, Prices, Selling.

Which is the most important? I will answer that nary one is the most important. All are.

(*Continued on Page 24*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Little Likelihood of Increasing Tax on Cigars and Cigarettes

Washington, D. C.

THERE now seems little likelihood that any serious effort will be made in the Senate to increase the cigar or cigarette taxes. So much opposition arose against the proposal made by Representative John N. Garner, of Texas, ranking Democratic member of the House Ways and Means Committee, to place an additional $1 per thousand on cigarettes, there is little inclination on the part of Senators to repeat the incident.

The ranking minority member of the Senate Finance Committee is Senator Simmons, of North Carolina. When the Garner proposal was pending in the House of Representatives he declared the increase was indefensible and indicated that if it was retained in the bill as it passed the House he would fight its retention in the Senate draft of the revenue revision measure.

Charles Dushkind, of the Tobacco Merchants Association, and the group of representatives of the tobacco growers of Virginia, Maryland, Kentucky and Ohio, did a good job of it when they attacked and brought about the defeat of the Garner amendment.

Indications are that the tax bill will not be placed before the Senate by the Finance Committee much before April 15. There is grave question as to whether or not this bill will be passed before Congress adjourns or recesses early in June. It is possible that it will be rushed through during the final days of the session, but should this fail, the promise has been given that a resolution, providing for the proposed twenty-five per cent. reduction in 1924 tax payments on the basis of 1923 incomes will be adopted.

Mileage Case to be Reopened Very Soon

Reopening of the interchangeable mileage ticket investigation has been announced by the Interstate Commerce Commission, and notice will be issued in a few days of the date and place at which hearings will be held on the subject.

Congress passed an act in 1922, calling upon the commission to provide regulations for interchangeable mileage books, as a result of which the carriers were ordered on March 6, 1923, to adopt a system of interchangeable script coupon tickets, to be sold in books of 2000 miles at a reduction of 20 per cent. from the regular passenger fare rate. The railroads took the case to court and were successful in having the commission enjoined from making its order effective. The decision of the court was upheld by the United States Supreme Court, which pointed out, however, that this did not act to prevent the commission reopening the subject. Since that decision there has been a widespread demand for additional investigation, and several measures were introduced in Congress calling upon the commission again to take up the subject.

Railroads Must Have Lower Taxes or Higher Freight Rates Are Inevitable

Higher freight rates are inescapable unless a halt is called in the increase in taxation upon the railroads, according to E. E. Loomis, president of the Lehigh Valley Railroad. Taxes on the carriers during the last two months of 1923, it is asserted, ran more than $1,000,000 a day, and totaled $336,399,600 for the year, with indications of an increase in 1924 of some $30,000,000.

Railroad taxes have increased 160 per cent. in the last eleven years, Mr. Loomis declares, while dividends in that period have decreased 10 per cent. In 1913, the taxes paid amounted to a little over one-third of the dividend payments, but in 1923 they were more than 15 per cent. greater than the dividends.

"Railroad operating costs today are over 100 per cent. greater than they were at the outbreak of the war," he points out, "but income from the transportation of freight and passengers is only 50 per cent. higher. This situation has been met only by an enormous and sustained effort to get more tons of freight into each car, more cars into each train, more work out of each shop.

"In the steadily increasing tax burden the railroads face an obstacle which cannot much longer be overcome by operating efficiency. Unless a halt is called, railroad rates must be advanced to provide the money to pay taxes. The situation demands the help of every citizen, whose duty it is to see that the taxes he pays are wisely expended, and with the same system and economy which should characterize any business enterprise."

Senate Finance Committee Hard at Work on Tax Revision Measure

The Senate Finance Committee has begun its consideration of the revenue revision bill, and is faced with the necessity of so readjusting rates as to preclude any possibility of a deficit in the Treasury. As the bill passed the House, Treasury actuaries estimate, revenue receipts will be reduced $443,000,000, or $123,000,000 more than the estimated surplus for this year of $323,000,000, which may make necessary the restoration of some of the taxes eliminated or reduced by the House.

(Continued on page 14)

C. J. DuBRUL DEFINES HAND-MADE CIGAR

In the recent issues of some of the tobacco journals there have appeared articles in reference to what a hand-made cigar really is and what should be termed a hand-made cigar, where the distinction between machine and hand-made goods should be drawn.

In view of these articles C. J. DuBrul visited the American Fair Trade League and discussed the matter with Edmond A. Whittier, secretary. Mr. Whittier asked him to write him a letter setting forth his opinion, which he did, and his letter follows:

"March 11th, 1924.

Mr. Edmond A. Whittier, Sec'y,
American Fair Trade League,
71 West 23rd Street,
New York, N. Y.

Dear Mr. Whittier:

In conformity with your request I am setting forth my opinions as to where the line of differentiation should be in designating a cigar as hand made.

Permit me first to set out a few facts regarding our Company, The Miller, DuBrul & Peters Mfg. Co. was founded in 1870 and has for the past fifty-four years continuously and only served the Cigar, Cigarette and Tobacco Trade in the United States and the majority of countries throughout the world. We have maufactured Cigar Manufacturers' Supplies, Tools and Appliances since the beginning and Cigar Machinery since 1889. The writer is of the second generation that has made this service their life's work and inquiry will show that the name The Miller, DuBrul & Peters Mfg. Co. is not only a tradition but a real institution of service in the Trade.

Please do not misinterpret the foregoing as an outburst of egotism. These facts are merely recited in order that you may place your own valuation upon the following opinions for which you asked. To express an opinion in which the Trade as a whole would concur would be as difficult as it would be to accurately describe and classify the front marks used on cigar boxes today: Viz, Blunts—Straights—Exceptionales—Embajadores, etc., even such marks as Perfectos and Coronas having a multitude of interpretations. We today are prepared to manufacture and have at one time or another manufactured every one of over 10,000 different shapes of cigar molds and are making new shapes requested every day.

To the writer's mind the simplest way to arrive at a definite conclusion would be to classify cigars into but two classes—Hand-made and Machine-made. Placing in the latter classes all cigars of which either the complete operation of bunch making or the complete operation of rolling or both are performed on a machine. If this classification be accepted we must then define the terms Machine. I do not believe it matters that Machinery has been used in the preparation of the material of which a cigar is made such as tobacco cleaners, sifters, cutters, dryers, casers and stripping machines, a cigar could still be hand-made. A suit of clothes can be hand-made even though the cloth was made by machinery.

It is not necessary to do more than make the bare statement that such tools and supplies as wrappers, boards and knives, tuck cutters, molds, paste cups, bundling racks, mold presses, etc., are positively not machines. Where most controversy on this point will arise is in that class of appliances or facilitating devices which are so frequently and so erroneously termed machines. In this class comes the suction tables, suction boards and the so-called hand bunch machines—the very term "hand" belying the name machine.

These devices do not eliminate the hand operation of measuring or shaping the filler or the spreading of the binder to make the bunch in the case of the so-called hand bunch machine or the spreading and rolling of the wrapper on the bunch in the case of the suction tables.

With both of these devices there is nearly as much personal judgment called for on the part of the operator as where they are not used and whatever mechanical movments there may be, are operated by hand. It is true that the suction to hold the wrapper in place on the suction table is usually created by a mechanical driven fan, but there are today and have been for years wooden cigar wrapper boards which are perforated and to which suction is applied as in the regular suction table and we have already conceded that boards and knives are tools not machines.

Even though an electric car may operate with current generated by water power one would not call it a Water Car, would they?

It is the humble opinion of the writer, therefore, that cigars made on suction tables, so-called hand bunch machines and facilitating devices of that character are still hand-made, popular opinions and useage notwithstanding, and that the term machine should be used and applied to the so-called automatic machinery, preferably that class of bunching machines, rolling machines and complete cigar machines which are power driven and in which the judgment of the operator is in a great part eliminated or at least transferred from the actual making of the cigar to the operation of the machine.

It matters not in the opinion of the writer whether a hand-made cigar is branded, banded or packed by hand, by appliances or by automatic machinery, it still remains a hand-made cigar.

Yours very truly,

THE MILLER, DUBRUL & PETERS MFG. CO.
C. J. DuBrul,
President.

C. J. DuBrul
BB"

LONGBOTTOM PIPE NOW LONDON MADE

The Longbottom Pipe, invented by Captain C. H. Longbottom, is now patented in England, Canada and France, and patent is pending in this country. The English-made Longbottom Pipe retails for $7 and Captain Longbottom states that it cannot be surpassed. This pipe has a patented reservoir to collect the moisture from the smoke before it reaches the mouth, thus insuring a cool, dry smoke.

FEDERAL TRADE COMMISSION DROPS LORILLARD COMPLAINT

The complaint of the Federal Trade Commission against the P. Lorillard Company, in the case against the Wholesale Tobacco and Cigar Dealers' Association of Philadelphia, its officers, members and directors, has been dismissed on account of the answers of the respondents and the testimony and evidence presented.

A. SANTAELLA RETURNS TO TAMPA

Antonio Santaella, manufacturer of "Optimo" cigars, has returned to his factory in Tampa after a vacation spent at Havana. He was accompanied on the trip by his wife and two daughters.

News from Congress

(Continued from page 12)

Short public hearings will be held by the committee, but it is planned not to duplicate the work of the House Ways and Means Committee. It is probable that the hearings will be devoted largely to the testimony of representatives of industries on which taxes were reduced by the House, in the rates of which the Senate may wish to make increases in order to prevent a possible deficit.

The course of the measure in the Senate is one of uncertainty, regardless of what the committee may do in the way of amending the bill as it passed the House. The Senate rules afford opportunity for unlimited debate by individual members and for unlimited offering of amendments unless unanimous consent agreements can be reached on those subjects.

A strong effort will be made to restore the rates proposed in the so-called Mellon plan, the President having announced his opposition to the rates carried in the House bill and reiterating his approval of the Treasury recommendations which the House rejected.

Overpayments of Income Tax in 1918 to be Adjusted in Spite of Expiration of Time Limit

Business men and others who, in 1918, overpaid the Government are to be afforded an opportunity to recover such overpayments under legislation which is now before Congress.

Under the present method the Treasury Department, notifying a taxpayer of an additional assessment just before the statute of limitations becomes effective, may grant him additional time for investigation of the charge upon the filing of a waiver, but this waiver does not operate in favor of the taxpayer should it be found that the Government has collected too much.

The effect of the new legislation will be to allow the final and accurate settlement of taxpayers' returns within the period covered by the waiver, whether it results in favor of the taxpayer or the Government. Similar legislation was enacted by Congress to take care of this situation with respect to 1917 income tax returns.

A report just submitted to the House Ways and Means Committee by the Bureau of Internal Revenue shows 10.152 refunds of $1000 or more to have been made during the fiscal year 1923, and 243.168 refunds of less than $1000, involving a total of $123,992,820.

UNITED EARNINGS INCREASE

The statement of the United Cigar Stores Company of America shows an increase in earnings for the year 1923 over 1922 of $398,122. The earnings for the year 1923 equal $13.51 per share of common stock outstanding while for the year 1922 the figure was $12.30. The total surplus shows an increase of $1,483,804, or $8,001,875.

HIGH SUMATRA PRICES EXPECTED

It seems to be the general opinion that high prices will prevail at the coming inscriptions of Sumatra tobacco held in Amsterdam, although there seems to be much off-color tobacco in this year's offerings. Buyers are collecting in large numbers.

News from Altoona

Altoona, Pa., March 15, 1924.

BUSINESS is showing some improvement in Altoona and the surrounding counties, according to the reports of the jobbers' salesmen, who cover the nearby towns each week. Collections are reported good and the outlook for spring business is very promising.

William W. Blake, of the William W. Blake Company, is sojourning in Philadelphia and Atlantic City for a few weeks.

"Havana Ribbon" and "Philadelphia Hand Made" products of Bayuk, Incorporated, are enjoying a big sale in the Altoona district.

Edgar Thomas, the "Happy Sam" man of John H. Witter & Son, is working the town on this well-known brand. "Happy Sam" cigars have been on this market for the past thirty-five years, and are still enjoying a large sale in this vicinity.

George H. Stone, of the New York-Tampa Cigar Company, has been with us for the past ten days working on "Personality" cigars. This brand has a splendid distribution in the Altoona district and is in a very healthy condition. The William W. Blake Company are the local distributors of the "Personality" cigars.

Bill Mendal, of E. Popper & Company, Incorporated, has been in town doing some very nice work on "Popper's Ace" and "Popper's Eight-Center." "Big Bill," has secured some very fine placements on these well-known brands.

B. J. Conlon, proprietor of the cigar stand at the Penn Alto Hotel, has returned from a vacation trip to New Orleans and points in Florida.

"La Fendrich" and "Charles Denby" cigars, products of H. Fendrich, Incorporated, are growing in popular demand with the smokers in Altoona and vicinity. Both of these brands enjoy a wide distribution and a large repeat business.

Joe Patterson has been in charge of the cigar stand at the Hotel Penn Alto, during the absence of the proprietor, B. J. Conlon. Joe is known to the smoking public for miles around, and boys, maybe SHE ain't some saleslady. She knows the brands and their smoking qualities. Her pleasant smiles and courtesy to the trade has made her a popular favorite in the cigar fraternity. The boys will walk miles to see one of her smiles and smoke the cigars of her selection.

Yours truly,
ALLEGHENY PAT.

AMERICAN CIGAR COMPANY EARNS $7.49 PER SHARE

Net earnings for the American Cigar Company for the year 1923 are $1,724.712 after all deductions for taxes, etc., as against $1.636.267 for the year 1922. After deducting preferred dividends a balance equal to $7.49 on the $15,000,000 common stock is left. The 1922 earnings were equivalent to $6.90 per share on the common.

LIGGETT & MYERS DECLARE DIVIDEND

At a meeting of the board of directors of the Liggett & Myers Tobacco Company a dividend of 1¾ per cent. was declared on the preferred stock of the company, payable April 1st to stockholders of record at the close of business March 17th.

Complimentary to Good Cigars!

(*a*) Good Tobacco:
(*b*) Wise Selection and Blending:
(*c*) Cigars Well Made:
(*d*) The Right Container to Pack them in.

SPANISH CEDAR properties, blend, and fix as if by Magic, all the active principles in Tobacco that contribute to the perfect enjoyment of GOOD CIGARS.

USE SPANISH CEDAR BOXES, and provide your Brands:—

for (*a*), Protection against Deterioration:
" (*b*), Continued Mellowing and Improved Aroma:
" (*c*), A Practical Guarantee against Breakage and Distortion:
" (*d*), The most Attractive and Satisfactory Package of all.

SPANISH CEDAR CIGAR BOXES

Meet Every Requirement

After all nothing satisfies like a good cigar

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

GEORGE McGUIGAN DIES

George McGuigan, leaf tobacco dealer of Red Lion, Pa., passed away following an operation for appendicitis at the York Hospital on March 4th. He was sixty-eight years of age. Mr. McGuigan was stricken while attending a meeting of the Fraternal Order of Elks at York, and was removed to the hospital the following day and immediately operated upon. He passed away two days later. The funeral services were at his home in Red Lion on March 7th. He is survived by his widow, two sons and one daughter.

ERNEST BERGER BRINGS SUIT FOR $100,000

Thomas Palmer and W. B. Dickinson, attorneys of Tampa, have been retained by Ernest Berger, former president of the Tampa-Cuba Cigar Company, in his suit for $100,000 damages for libel by the board of directors of that concern. Mr. Berger claims that allegations were made at the time his administration was attacked by members of the board and he was voted out of the presidency of the concern about a year ago.

SCHULTE-UNITED DEAL BEING REVIVED

Rumors are afoot that negotiations are again under way for the merging of the Schulte and United Cigar Stores. The rumor is based on the fact that a special meeting of the stockholders of the United Cigar Stores Company has been called for April 1st to approve the changing of the par value of the common stock from $100 par value to a par value of $25.

GEORGIA TEST CASE PROVES FLIVVER

What was looked on by some as a test case of the new Georgia tax law, requiring a 10 per cent. tax on all sales of cigars and cigarettes, has been settled by the defendant agreeing to pay the tax under dispute and costs, thus bringing the case to a close. The case was being watched with much interest in the hopes that the State would lose.

GRIFFIN VISITS TAMPA

Fred B. Griffin, manager of the Connecticut Valley Co-operative Association, is visiting in Tampa and expects to call on the larger cigar manufacturers there in the interests of his association.

44
That Good Cigar
actual size
2 for 15¢
CONSOLIDATED CIGAR CORPORATION
1924 Advertising to carry out the "Consolidated's" policy of "Better Cigars Better Known" will make 1924 the banner year for 44 Cigars.
CONSOLIDATED CIGAR CORPORATION

Detroit News

(*Continued from Page 10*)

W. B. McBurney, representing R. A. Bachia & Company, New York, N. Y., called on the trade here last week, and signed the TOBACCO WORLD register before departing for the West.

Samuel T. Gilbert, president of the Webster Cigar Company, has returned from a three weeks trip to the Pacific Coast. Mr. Gilbert reports the Webster brand as repeating rapidly with his distributors in Portland, San Francisco, Los Angeles and Seattle.

"Pancho Arango" cigars (William J. Seidenberg Corporation), are being well placed in this city by the Bailey-Wilkins Company, Detroit's youngest jobbing firm. Other brands distributed by this progressive firm are, "Meditation," "Tiiford's," "Don Antomo" and "La Amo." According to the report received from Mr. Bailey and Mr. Wilkins, their brands are repeating in fine shape and that they are enjoying a very profitable business.

The San Telmo Cigar Manufacturing Company, makers of "Joan of Arc," "La Resta," "Robert Bacon" and "Court Royal" cigars, will open up their own distributing agency for their brands in Wayne County. "Jack" Murphy, formerly of the Harry W. Watson Company, has taken the managership of the distributing plant and will have associated with him a number of expert cigar salesmen who will put the San Telmo products over the top. Headquarters of the company will be located at 1970 East Forrest Avenue, occupying a part of the San Telmo factory, and will be known as the San Telmo Distributing Company.

Bernard Schwartz, president of the Bernard Schwartz Cigar Corporation, manufacturers of "R. G. Dun" cigars, has returned from a vacation of two weeks at Atlantic City.

"Ted" Peterson, vice-president of William Tegge & Company, manufacturers of "Sol Smith-Russell" and "Mark Hopkins" cigars, has returned from a six weeks trip to the Pacific Coast. Mr. Peterson states he was well pleased with the business his brands are enjoying in the western territory.

Fred J. W. Allen, retail sales manager for Bayuk Cigars, Incorporated, has been spending a few days here with Charles W. H. Robinson, local manager for the Michigan district. Fred says he is well pleased with the way "Prince Hamlet," "Havana Ribbon" and "Philadelphia Hand Made" are making friends with the Detroit smokers. The local branch has a staff of a dozen salesmen, who keep the trade well stocked on the Bayuk products.

"Ben" Straus, of A. Santaella & Company, Tampa, Fla., of "Optimo" and "Alluro" fame, gave us the once-over last week. "Ben" states his brands are doing fine in all sections of the country and that his "Optimo" cigar is growing in popular favor with the smokers everywhere.

"Personality" cigars (New York-Tampa Cigar Company), are prominently displayed this week in the windows of the "Bert" Johnson's chain stores. "Bert" informs the writer that this brand is making many friends in Detroit, and that he is having wonderful success with this high-grade brand.

"Mort" Hammer, of Marcelino Perez & Company, manufacturers of the famous "Tuval," "Count Pontchartrain" and "Redencion" clear Havana cigars, was on the list of visitors here last week. "Mort" reports a big business on his brands all along the route covered this trip. These three brands enjoy a very healthy sale in the Motor City, and are leaders in their class.

The Subway Cigar Company, which was located at 749 Griswold Street, and operated by "Lou" Oliver, has been closed by the creditors. This store was located in the heart of the downtown district and enjoyed a good business for many years.

The W. W. Tucker Cigar Company, in the Dime Bank Building, is showing the most attractive window display of "Chancellor" cigars, ever seen in our great city. The work and designs are the craft of our old friend Harry Parr, Michigan representative of the American Cigar Company. The "Chancellor" cigar enjoys a wide distribution in our section, and according to reports the brand is increasing in sale with every dealer.

"Mike" Stone, of the New York-Tampa Cigar Company, manufacturers of "Personality" cigars, has returned from a three weeks' trip through the State of Pennsylvania in the interest of "Personality" cigars.

Many attractive window displays are seen throughout the city during the past ten days, all local brands were represented. The billboards are also getting their share of the business.

Yours truly,

Mike of Detroit

ALWAYS ONE EVERY MINUTE

Washington, D. C.

A billion dollars a year are taken from the American people by fraud schemes operating through the mails, according to Horace J. Donnelly, senior assistant solicitor for the Post Office Department, who urges that a concerted campaign be taken by such organizations as the National Vigilance Committee of the Associated Advertising Clubs of the World, better business bureaus, investment bankers' associations and other orgainzations with a view to stamping out these swindlers and diverting the money to legitimate business channels.

"It is amazing," declared Mr. Donnelly before the Investment Bankers' Association convention in Washington, "that so many people in this enlightened age are willing to be duped, but their desire to get something for nothing, or a lot for a little, seems to overcome all efforts to protect them. So strong a hold has the crook on his victim in many cases that the department is severely condemned by the latter for putting the swindler out of business, the dupe still believing that the false promises of riches will be fulfilled."

Mr. Donnelly cited a number of cases of fraud ranging from thousands of women who paid ten cents for ten yards of silk thread, believing they were getting ten yards of "beautiful silk for making shirt waists" to oil promotion schemes which have mulcted the public of more than $100,000,000 during the past two years. No commodity is free from the machinations of these crooks, he asserted.

LINZ.

What This Machine Will Give You

The advantages of using the Model L Machine for working short filler may be summed up as follows:

1. Straight or shaped work, both well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. It will work large size or mixed CUT scrap.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep: does not easily get out of order.
9. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Price $650 Complete
f. o. b. Factory, Newark, N. J.

450 to 500 Bunches an Hour Straight or Shaped Work

That is what one Model L Universal Short Filler Bunch Machine will turn out for you.

On that basis figure out how quickly the machine will pay for itself. On that basis figure out how much you are losing by not using this Bunch Making Machine.

One user writes: "The bunch machine has reduced the cost of our binders at least 50% and there is also quite a saving on scrap as well as reducing the labor costs. One beauty about your machine is that every thousand cigars weighs alike"*

* Name given on request.

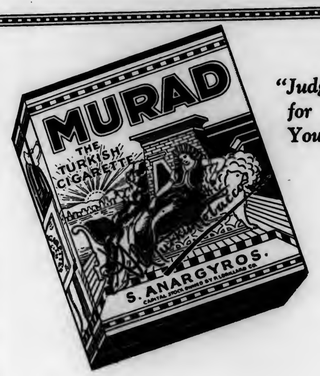
The Model L Universal Short Filler Bunch Machine

has been developed to a point of efficiency, speed and accuracy that completely overcomes all the objections that cigar manufacturers have experienced in the past with short filler bunch machines.

If you haven't seen this new Short Filler Bunch making machine, write or wire for our price list and catalogue or for a representative to call.

UNIVERSAL TOBACCO MACHINE CO.

116 WEST 32nd STREET, NEW YORK Factory: Newark, N. J.



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.

WINDSOR PENNA.

After all nothing satisfies like a good cigar

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

THE RETAILER AND MAIL ORDER COMPETITION

By Frank Farrington

THE cigar dealer in the large city has the idea that the mail order houses are supported almost entirely by rural trade. The Philadelphia dealer thinks of mail order houses as concerns that exist only in Chicago and that sell principally to the farmers of Montana, Minnesota and the Dakotas. He does not know that Sears, Roebuck & Company send out a 1200-page catalog from Philadelphia with a Philadelphia address on it and no mention of Chicago. He does not realize that one of the largest mail order houses is the Chas. William Stores of New York. The catalog house is no longer a western product.

It is doubtful whether one cigar dealer in a hundred regards the mail order house, the catalog house, as a competitor in his line. This is because he does not know the extent to which all the members of some families in his section study mail order catalogs. The men of the families that receive these big catalogs look them through. When they are smokers they naturally investigate the prices on tobacco products.

You may be selling those same goods for as low prices and yet lose trade to the mail order house because its advertising reaches a consumer in your territory who is not one of your patrons and does not know your prices.

The dealer in the smaller town suffers more from mail order competition than the city dealer, but the city dealer should not ignore this method of drawing away his trade. And, while I have reference more particularly in this case to the big catalog houses that sell everything, the mail order cigar man requires consideration too, even more consideration, because he has his city mailing list which embraces many of your customers, and he reaches them frequently with what seem to them to be very good offers, though, to be sure, they are often offers of brands totally unknown to the buyer, perhaps brands with names which so closely resemble their favorite brands as to deceive them into ordering.

It is not necessarily price that induces smokers to buy from catalogs. They believe they are getting a good price, but they may not even know what price they would have to pay locally for the same goods. They buy, mainly, because they are asked to buy, because the advertising comes to them and interests them in the goods and makes them want them.

It is true that the mail order man's advertisement may not and probably does not offer any advantages over what you offer right in your store. If the customer were standing in your store with your advantages at hand, while considering the supposed advantages of the catalog house, your advantages would override those of the catalog ten to one. But the customer is not in your store when he is reading the advertisement. He is in his office or in his home, tipped back in an easy chair, smoking a cigar which, as he recalls it, costs him more money than he can apparently buy as good for by mail.

The mail order advertisement gets to the man when he cannot look into your window or your showcase and see its values, and when he is not thinking about the services you render him, or can. Perhaps he has been buying smokes at a stand or store where the goods and service were in no way comparable to what you can offer, and he does not know about your place.

(Continued on Page 21)

SHORT FILLER BUNCHES GOOD ENOUGH TO PUT IN MOULDS AUTOMATICALLY—

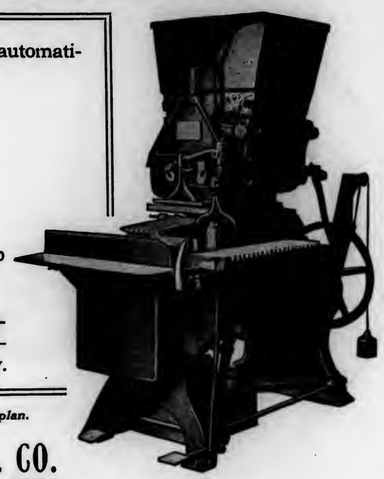
The mechanical operation of placing bunches in moulds automatically is not an unusual principle. But the

Quality Production

DUREX

Bunch Machine

is the ONLY ONE that utilizes this principle to speed up and increase production on short filler bunches.
Why?
Because the Durex produces bunches of a quality and uniformity that eliminates the necessity of hand selection—bunches GOOD ENOUGH to put in moulds automatically.



Write for descriptive booklet and information regarding our sales-service plan. A post card will bring it to you.

THE MILLER DuBRUL & PETERS MFG. CO.
NORWOOD CINCINNATI OHIO

MAIL ORDER COMPETITION

(Continued from page 20)

Unless you are going after a man's trade, how can you hope to get it in competition even with a mail order house a thousand miles away that is going after it, that is advertising to him and telling him what it offers? You must advertise your store and your advantages to the men whose trade you want. You must get them sold on your advantages and then they will not feel that the mail order competitor offers them much worth considering.

You have this to consider seriously in reaching out after new trade, and you also have it to consider in holding the trade you already have. You cannot count on men continuing to trade with you just because they always have. "Once a customer always a customer" is not a safe rule to regard. Competition of any kind that is offering this, that or the other thing to your patrons is going to land some of them if you don't watch them, and it will probably land some of them anyway.

You should make sure that the men whose trade you are after are told emphatically and frequently of the advantages you have to offer. Then they are favorably disposed toward you and mail buying does not look as good to them. If they know you have offered to deliver to them at any time on short notice anything in your store, they will not think it an advantage to write out a mail order and a check and send away from home for smokes. A man takes the easiest way of getting his smokes, unless there is a great difference in price. The man who is not daily passing a cigar store where he knows he can get what he wants in cigars, is much more likely to buy by mail than one who is daily in close proximity to such a store. Take particular pains to get out your advertising to those customers and prospective customers who are not passing your store regularly. If they are not reminded daily of your presence by sight of the store, remind them as often as you can by such advertising methods as you can use.

The mail order competitor exists and he is pulling trade away from you, even though you see no direct evidences of it. It is very likely that some of those smokers you think are buying of the man around the corner are buying by mail, while the man around the corner thinks they are buying of you. You are both losing trade to a mail order concern just because neither of you happens to be using sufficient effort to interest that customer in buying right in the store he frequently passes.

The mail order house gets trade by going after it. None comes to it voluntarily. The trade it gets by going after it is trade you ought to be getting and holding by going after it first. Recognize the fact that mail order competition with you exists and see what you can do to prevent it from offering your prospective customers anything you cannot offer.

FLEMING LEAVES MILLER, DuBRUL

R. M. Fleming, who has been in the publicity department of The Miller DuBrul and Peters Manufacturing Company, of Cincinnati, has left this concern and is now connected with another Cincinnati firm in a like capacity. The publicity work of the Miller-DuBrul Company is now being handled by Telford DuBrul, along with his many other duties.

It's a pleasure to smoke them!

CHANCELLOR
Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

REORGANIZATION OF TERMINAL FACILITIES URGED FOR CHEAPER TRANSPORTATION

Washington, D. C.

Reorganization of terminal facilities in all large centers was urged during the National Transportation Conference held recently under the auspices of the United States Chamber of Commerce. In resolutions offered for the consideration of the conference, it was pointed out that the limits of the railroads' ability to furnish prompt transportation for products and commodities, given an adequate car supply, is its ability to handle its cars through its terminals, and there is much evidence that the main trunk line systems could handle a largely increased tonnage if the capacity of yards and terminals was equivalent to the capacity of running tracks. It is pointed out that it is impracticable, especially in large centers, for carriers at reasonable expense to secure adequate station terminal facilities to serve comprehensively all industrial and commercial sections of such centers, and if practicable, it would involve great duplication of investment and unnecessary expense upon the commerce.

During the conference, announcemet was made that store-door freight service would be put into operation in several cities of the United States within the current year. It is believed that such service would greatly facilitate the movement of freight, and would relieve congestion at terminals. Under the present system, in most cities, the consignee of a shipment is notified when his goods arrive and is given a stated period in which to remove them without payment of demurrage charges. The consignee then arranges to have the goods trucked to his store or warehouse, with the result that a large number of trucks parade through the terminal yards daily, some of them with but one or two packages aboard, causing a great deal of confusion and congestion. In cities where store-door delivery has been tried out, the freight is sorted by railroad employes in the yards, loaded upon motor trucks, and delivered, with the result that there is a steady flow of traffic, and little or no congestion.

LINZ.

BELT IS ELECTED PRESIDENT OF LORILLARD

At the annual meeting of the stockholders of the P. Lorillard Company, held in Jersey City, last Tuesday, B. L. Belt was elected president of the company. Mr. Belt is a former vice-president of the company and succeeds T. J. Maloney, who declined re-election on account of ill health.

LEOPOLD PRESIDENT OF AMERICAN SUMATRA

At the meeting of the board of directors of the American Sumatra Tobacco Company, held Friday, March 7th, Louis Leopold was elected to the presidency of the company to succeed Julius Lichtenstein, who recently resigned from that office.

SCHULTE DECLARES DIVIDEND

Announcement is made, through Udo M. Reinach, secretary of the Schulte Retail Stores Corporation, that a dividend of $2 per share has been declared on the preferred stock payable April 1st to stockholders of record at the close of business March 15th. Checks will be mailed.

Now 12¢

Just two things have made it possible for us to give this 20% reduction on Tuxedo:

1. **A reduction in the cost of Kentucky Burley tobacco and in package materials, as well.**
2. **The consolidation of three of our big plants into one. (Mr. Ford may not be in the tobacco business but he is right about consolidation.)**

This gives us a chance to pass an advantage along to all our friends; to share a good thing.

You know that it is the desire and policy of The American Tobacco Co. to extend to its customers the maximum of service.

Reducing the price of a great favorite like Tuxedo—the moment it's possible—is our idea of delivering this service.

So now your customers are getting the familiar tin of Tuxedo tobacco at 12 cents instead of 15 cents.

Guaranteed by
The American Tobacco Co.
INCORPORATED

20 % PRICE REDUCTION

CHARLES THOMSON

"The Money's Worth Cigar"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166

MAKERS OF:

Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1923 requirements.

First Class Cigar Boxes Guaranteed

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Business Building

(*Continued from Page 11*)

They make a balanced business ration, and if you will handle all of them right you will succeed as sure as balanced eating will keep you in health.

But the one requiring the most care, the most skill and which hands you the most fun and most pleasingly jingles your cash register, is the Selling.

For you see, it is a fine art, like landing a great big fish, with a small, weak line. Takes pure skill.

Are you making it an art? Are you practicing on every man who enters, no matter who or what he is? You should. It's a lifetime study to acquire. But when you've got it down fine, oh, boy! You can name your own price.

"Here's to your customer," said a speaker at a banquet of retailers. "He is your patron saint, your sun, from which you get life-giving light, your farm from which you obtain bountiful harvests, your private mint which coins dollars for you, your physician who keeps you from the disease of care and worry, the joy of your life and the foundation of your prosperity.

"Nothing is too good for him.

"To cater to his wishes, his whims, his prejudices, his likes and dislikes, is to you both a pleasure and a duty. Nothing is too trifling for you provided only it pleases him—no matter how little.

"These things are your daily tasks and duties. It requires great skill and ability to do them in the manner they should be done. For you must be polite without being servile, smiling without looking silly, self-respecting and dignified without being cold and stiff, social without being over-familiar."

It's a great game, this thing of being a clerk behind a counter, and few there be who are experts in the playing.

AMERICAN TOBACCO ANNOUNCEMENT

Effective March 1, the trade discount of ten per cent.. with two per cent. for cash in ten days, will apply on all American Tobacco Company brands, formerly marketed by the Tobacco Products Corporation, the Falk Tobacco Company, John J. Bagley & Company. and listed on buff colored sheets in their price list of January 2d. All orders are subject to the company's acceptance and to prices and styles in effect on the date of shipment.

STOCK CHANGED BY AMERICAN LITHOGRAPHIC COMPANY

The capital stock of the American Lithographic Company has been changed from 80.000 shares to 68.-940 shares of preferred stock at $100 a share and 5000 shares of common of no par value.

SULLIVAN RESIGNS FROM CONSOLIDATED

Effective April 1, F. Sullivan has resigned as secretary and treasurer of the Consolidated Cigar Corporation, and also as a member of the board of directors.

TOBACCO TRADE OF GREECE

(Vice-Consul Adam Beaumont, Saloniki, January 2.)

Little has been done, owing to disrupted social conditions among the present population in the tobacco territory, toward the grading of Greek tobacco, but instead it has been marketed immediately after harvesting. The lack of grading, together with Government restrictions on the exportation of tobacco, has reflected unfavorably on the markets of Greece during the past year.

In general the 1923 yield was larger than that of 1922 but the quality is inferior, consequently less tobacco will be suitable for American tobacco interests.

Exports and Chief Buying Countries

Total exports of tobacco from Cavalla during the first six months of 1923 amounted to 6,769,265 pounds, as compared with exports of 15,314,177 pounds during the first six months of 1922, and 17,492,277 pounds during the second six months of that year.

Total exports from Saloniki during the first six months of 1923 were 3,842,168 pounds, while exports during a similar period of 1922 were 3,710,097 pounds, and during the second six months of that year were only 2,646,839 pounds.

The United States was the leading buyer of Greek tobaccos in 1922 taking approximately 16,000,000 pounds of the 38,000,000 shipped out of the country. The bulk of this was exported from Cavalla, where the leading American tobacco interests have their headquarters. Germany was the second buyer of importance, purchasing approximately 12,000,000 pounds. Italy, the Netherlands, and Austria follow in order of importance as buyers of tobacco.

During the first six months of 1923 Italy was the chief purchaser of tobacco, taking 2,895,212 pounds as compared with 4,669,833 pounds for the same period in 1922. Tobacco for Italy is shipped through Saloniki because more vessels touching Italian ports are available. The United States follows Italy, with purchases amounting to 2,327,354 pounds or 20 per cent. of the total. This amount, compared with the quantity exported during the same period of 1922, would indicate a considerable falling off in buying. However, this is explained by the fact that exports for the same period in 1922 were unusually great, owing to political disturbances and shipment as a measure of precaution against accumulated stocks of unmanipulated tobacco from the districts of Xanthi and Cavalla. On the whole, exports during the first six months of 1923 were 50 per cent. less than the same period of 1922.

Situation in the Tobacco-Growing Centers

Some quantities of tobacco have been bought in Sari-Shaban, Cavalla, and Pravion. The important companies, and especially the American companies, are not buying openly at present in view of the high taxes imposed. The merchants' association has requested the Government to make the necessary reductions in order that producers and buyers in Greece may compete with those in Bulgaria. The association emphasizes that the American companies will find it possible to change their source of supply and purchase their needs in Bulgaria. As the cigarette manufacturing is in control of a few large American corporations, it is not improbable that they will agree to abandon the Greek source of supply, which is only approximately 4 per cent. of the American tobacco consumption.

NEW OFFICERS ELECTED FOR NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS

The following officers have been elected for the National Board of Tobacco Salesmen's Associations: President, Emanuel M. Freeman, Newark, N. J.; first vice-president, Edward J. Mulligan, Boston, Mass.; second vice-president, Leo M. Lehman, New York City; third vice-president, Abraham Brown, Newark, N. J.; secretary, Herman Goldwater, New York City; treasurer, Abe Blumberg, Baltimore, Md.

The following were elected on the Board of Governors: Emanuel M. Freeman, chairman, Newark, N. J.; Edward J. Mulligan, Boston, Mass.; Harry L. Whipple, Boston, Mass.; John Frischberg, Boston, Mass.; Leo M. Lehman, New York City; Albert Freeman, New York City; Max Berliner, New York City; Abraham Brown, Newark, N. J.; Jack A. Martin, Newark, N. J.; Thomas J. O'Neill, Baltimore, Md.; Jonas J. Ollendorff, New York City.

OFFICERS OF THE UNITED STATES TOBACCO COMPANY RE-ELECTED

The following officers of the United States Tobacco Company, were re-elected at a meeting of the stockholders, held March 4: President, J. Peterson; vice-presidents, J. H. Bowers, L. A. Bowers, J. M. DeVoe; J. D. Carhart; C. C. Conn; secretary and treasurer I. L. Elliott.

SMITH JOINS DEISEL-WEMMER

Announcement has been made that Harry S. Smith, is now with the Deisel-Wemmer Company, of Lima, Ohio, and is now representing that company in Pennsylvania, in the interests of "San Felice" and "El Verso." Mr. Smith was formerly with the Consolidated Cigar Corporation.

STUDWELL LEAVES SCHULTE

Irvin Studwell, who was head of the cigar department of Park & Tilford at the time it was taken over by the Schulte interests, has announced his resignation with that firm, effective April 1. No announcement has been made as to his plans for the future but it is expected that he will continue with the cigar industry.

WEATHER CONDITIONS IMPROVE IN PORTO RICO

For the week ending March 1, says a United States Department of Agriculture Weather Bureau bulletin to the Government of Porto Rico Tobacco Guarantee Agency, "Rainfall on the Island of Porto Rico averaged about half an inch, or one-fourth inch below the normal amount. The temperature averaged about one degree above normal. Weather conditions were generally favorable for curing tobacco, and farming operations in general."

WANDERING

There's a lot of fun to be had at a county fair, but it is doubtful that any in history contributed a better laugh to suffering humanity than at Pomona recently.

A negro had spent all his money on the merry-go-round. When he lighted from his last ride, his thrifty wife confronted him with:

"Now yoh all spent all yo money nigger, wha's you bin?"—*Los Angeles Times.*

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

MULFORD & SON:—43,692. For cigars. February 27, 1924. W. Mulford & Son, Unadilla, N. Y.

SYMWA CLUB:—43,693. For cigars, cigarettes, cheroots and tobacco. February 27, 1924. Emery Cigar Co., Inc., Battle Creek, Mich.

HOT DOGS:—43,694. For cigars. February 2, 1924. Smith Cigar Co., Hanover, Pa.

CUSTOMADE:—43,695. For cigarettes and tobacco. December 24, 1923. Continental Tobacco Co., Inc., New York, N. Y.

TIMES SQUARE:—43,696. For cigarettes and tobacco. December 3, 1923. Continental Tobacco Co., Inc., New York, N. Y.

WEAF:—43,700. For all tobacco products. March 3, 1924. George Schlegel, Inc., New York, N. Y.

MUSCLE SHOALS:—43,691. For cigarettes. February 25, 1924. B. M. Huey, Birmingham, Ala.

SILVER-LYON:—43,702. For cigars. February 25, 1924. The Silver-Lyon Cigar Co., Syracuse, N. Y.

IZAK WALTON:—43,703. For cigars, cigarettes and tobacco. March 3, 1924. W. W. Davis, Neosho, Mo.

ARDMORE:—43,704. For pipes. March 6, 1924. John Hirsch, Los Angeles, Cal.

DEL RIO:—43,705. For pipes. March 6, 1924. John Hirsch, Los Angeles, Cal.

TAMPA DISTRICT:—43,706. For cigars, cigarettes and smoking tobacco. March 6, 1924. Thompson & Co., Inc., Tampa, Fla.

PARK LANE:—43,707. For smoking pipes. March 6, 1924. L. & H. Stern, Inc., Brooklyn, N. Y.

PORICO:—43,708. For leaf tobacco. March 7, 1924. Leo Hirsch, New York, N. Y.

JUAN CASIANA:—43,709. For all tobacco products. March 3, 1924. Max E. Starlight, New York, N. Y.

JACKIE COOGAN:—43,710. For cigars. March 10, 1924. Mehl Leaf Tobacco Co., Peoria, Ill.

W. G. Y.:—43,711. For all tobacco products. March 10, 1924. Henry Heck's Sons, Albany, N. Y.

TRANSFERS

JOHNNIE WALKER:—35,710 (United Registration Bureau), **19,929** (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered March 25, 1910, and April 1, 1910, respectively, by the American Litho. Co., New York City. Transferred (for cigars only) to the Florida Produce Co., Sanford, Fla., March 8, 1924.

LA PHILADENCIA:—13,900 (Tobacco World). For cigars, cigarettes and cheroots. Registered December 15, 1902, by E. E. Kahler, Reading, Pa. Transferred to Dusel, Goodloe & Co., Philadelphia, Pa., and re-transferred to H. L. Haines & Company, Red Lion, Pa., March 6, 1924.

LA CELESTINA:—2588 (Trade-Mark Record). For cigars. Registered December 8, 1886, and U. S. Tobacco Journal (for cigars). Registered October 5, 1885, by Lichten Bros., Philadelphia, Pa. Transferred to B. Stahl & Co., New York City, and re-transferred by the Erlich Mfg. Co., New York City, claiming to be the successors to B. Stahl & Co., to Jacob Rich, New York, N. Y., February 5, 1923.

BLONDE-IKE OF THE KLONDIKE:—18,103 (Trade-Mark Record). For cigars. Registered August 13, 1897, by B. Stahl & Co., New York City. Transferred by the Erlich Mfg. Co., New York City, claiming to be the successors to B. Stahl & Co., to Jacob Rich, New York, N. Y., February 5, 1923.

TAMPA'S BRIGHTER:—43,581 (Tobacco Merchants Association). For cigars. Registered November 1, 1923, by Pastor, Diaz & Co., Tampa, Fla. Transferred to the La Flor Del Progreso Cigar Co., Tampa, Fla., March 4, 1924.

EL TALENTO DE CUBA:—28,203 (Tobacco Journal). For cigars, cigarettes and tobacco. Registered January 21, 1904, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred by The Moehle Litho. Co., Inc., successors to O. L. Schwencke Litho. Co., to S. Zimmermann, Chicago, Ill., February 28, 1924.

BLACK CHIEF:—27,059 (Tobacco Leaf). For cigars. Registered February 23, 1904, by the Maryland Litho. Co., Baltimore, Md. Transferred to the Spangler Cigar Co., Grand Rapids, Mich.

ALBERT GALLATIN:—20,657 (Tobacco Journal). For cigars. Registered December 3, 1898, by Louis E. Neuman & Co., New York City. Transferred to A. F. Gallatin, York, Pa. April 11, 1910, and re-transferred to Albert F. Gallatin Cigar Co., York, Pa., in July, 1919.

THE PORTUGUESE TOBACCO MONOPOLY

(Commercial Attaché Charles H. Cunningham, Madrid.)

The exclusive monopoly of importing, manufacturing, and selling tobacco in Portugal is at present in the hands of a French company, whose contract will expire in April, 1926. This company pays to the Government a fixed rent of 6,520,000 escudos per year, and yielded an additional participation in the profits of 1922 of 3,221,023 escudos. (The par value of the escudo is $1.08, but the exchange value in 1922 was only $0.06, and at present is $0.03.)

The Government of Portugal has borrowed 1,500,000 pounds sterling from the company and it is probable that if an American firm will furnish sufficient capital to liquidate this loan it could secure the monopoly, which for a number of years has yielded a 50 per cent. profit to the operating company. Sales of tobacco during the fiscal year ended April 31, 1923, reached the total figure of 3,684,794 kilos of tobacco, valued at 60,374,716 escudos, as against 2,941,557 kilos, valued at 47,171,752 escudos, in 1921-22. Import duties were paid on 329,704 kilos, producing 2,381,670 escudos to the State in customs duties as against 283,307 kilos, producing customs duties amounting to 1,274,386 escudos in 1921-22. The gross revenues of the tobacco monopoly for 1922-23 were 62,756,385 escudos as against 48,046,138 for the preceding year.

AMERICAN TOBACCO EARNS $15 ON COMMON

The report of the American Tobacco Company for 1923 shows net income of $17,808,139, after Federal taxes, depreciation and interest, equivalent, after preferred dividends, to $15 a share earned on the $97,611,800 combined common and common B stocks, compared with $18,833,255, or $17.49 a share, on $89,589,000 combined common in 1922.

Total sales were $138,473,340, a decrease of $5,000,000.

The balance sheet shows current assets foot up $101,963,000, against current liabilities of $16,641,000, leaving net working capital of $85,321,000, an increase of $2,689,000.

Cash and United States Treasury certificates total $13,800,000, against $12,400,000 a year ago an increase of $2,800,000 in accounts payable is offset by an increase to some extent by an increase of $1,600,000 in receivables. At the same time, the reserve for advertising and Federal taxes increased $500,000.

FRANK TILFORD PASSES AWAY

Frank Tilford, former president of the firm of Park & Tilford, died on March 6, at Palm Beach, Fla. Mr. Tilford was seventy-one years of age and his death was due to the infirmities of his age

The business of Park & Tilford was sold to D. A. Schulte, head of the Schulte Cigar Stores, in August, 1923, and Mr. Tilford was at that time retained as chairman of the advisory board.

He is survived by his widow and two daughters.

MAX GANS' SONS, INCORPORATED, MOVE

Max Gans' Sons, Incorporated, announce the removal of their offices from 197 Water Street to 142 Water Street. They are now located, with spacious offices, in the Duys Building.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.

26th St. and 9th Ave., New York

WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.

Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER

PASBACH - VOICE

LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.

CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY

CIGAR LABELS BANDS

American Box Supply Co.

2309 Russell Street Detroit, Mich.
Corner of Gratiot Street

Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870

CIGAR BANDS CIGAR LABELS

SPECIAL PROCESS

WM. STEINER SONS & CO.

257-265 W. 17th St. - New York City

Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER

J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

Staple Manila Cigars

Jobbers and Dealers Who Handle Staple Manila Brands Are Making Money.

There is a growing demand in the United States for mild, sweet, free-burning Manilas which sell at retail from 5 to 25 cents.

There are a lot of smokers who like Good Manilas.

There are Millions more who may be attracted to the right Manila Cigar at the right price.

ARE YOU WINNING YOUR SHARE OF THIS GROWING TRADE?

List of Manila Factories and Importers on application.

THE MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - - NEW YORK CITY

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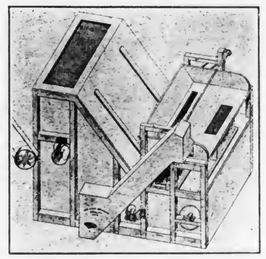
VOLUME 44 No. 7

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler
CIGARS
Will do well to try our
Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company
YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

And in Philadelphia

Where all the World will see

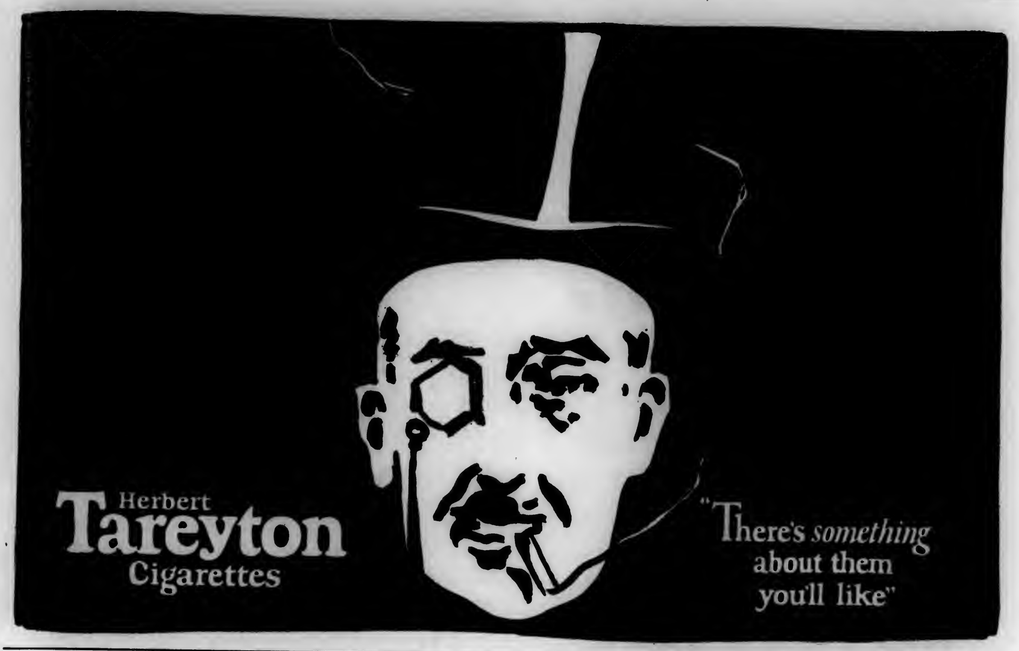
The Best Cigars Are Packed In Wooden Boxes.

This illuminated sign will tell all who ride or walk both day and night that—"THE BEST CIGARS ARE PACKED IN WOODEN BOXES."

City by city, and sign by sign, this message is being broadcast, until the entire country will be covered.

The cost of the campaign, insignificant when compared to the benefits that will be gained, are being borne by a group of far visioned manufacturers, for the benefit of the entire industry.

After all nothing satisfies like a good cigar



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INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa

SAN FELICE 2 for 15¢
EL VERSO 10¢ 2 for 25¢ 15¢
TWO GOOD CIGARS

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

MAPACUBA

"BETTER SMOKING"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166

MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

And in Philadelphia

Where all the World will see

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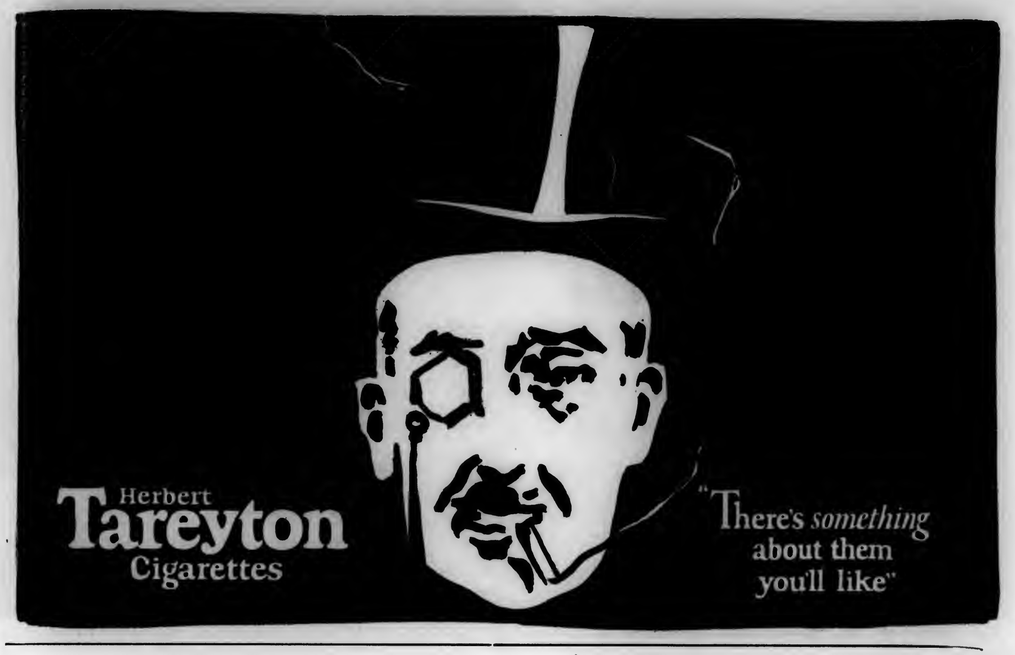
The cost of the campaign, insignificant when compared to the benefits that will be gained, are being borne by a group of far visioned manufacturers, for the benefit of the entire industry.

After all nothing satisfies like a good cigar



SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

MAPACUBA

"BETTER SMOKING"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

Mild!

A boy will say nothing satisfies like a good cigar

The new
LA TOSELLA
BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOSCOW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WISCONSIN TOBACCO FOR SALE.—Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Co., Wis. L. G. Anderson, 2127 Iowa St., Chicago, Ill.

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 44 APRIL 1, 1924 No. 7

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY

100 good cigarettes 15c

"Because I get lots more for my money"

The man who rolls his own from "BULL" Durham has found his best friend for life. He's always going to be sure of real quality and real tobacco taste. And think of the money he saves—100 cigarettes for 15 cents

Guaranteed by
The American Tobacco Co.
INCORPORATED

GENUINE
"BULL" DURHAM
NOW

2 Bags for 15¢
EIGHT CENTS A BAG

Everybody loves a new hotel.

THE

SYLVANIA

Philadelphia's newest and most beautifully furnished hotel will fullfill your expectations of hospitality, good food and fine service.

J. C. Bonner for many years associated with the management at Ritz Hotels is Managing Director of the Sylvania.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
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LET US HELP YOU

ELIMINATE THE TOBACCO BUG

By treating your tobacco with the exterminator
BY THE SHUEY PROCESS OF STERILIZATION
The only known preparation on the market that will give you permanent relief from future infections

Tested Approved and Adopted by Leading Growers, Packers and Manufacturers

USE SHUEY'S SATISFACTION Tobacco Heroin TO DEALER OUR Contained Treated by Process of Sterilization BENEFICIAL TO CONSUMER PURITY STAMP

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself

SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OIOH

Volume 44

THE TOBACCO WORLD

Number 7

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, APRIL 1, 1924 Foreign $3.50

EDITORIAL COMMENT

IT seems unfortunate that the cigar industry should face higher material costs at this time when there is every reason why cigar prices should be held where they are, and it would be a boon for the industry if many of the lower-priced brands could be improved in quality.

Reports reach us that certain types of leaf are not only selling this year at high prices but that competition for the better grades still in the market is increasing these prices.

This is not only bad news for the smaller manufacturers but for the larger ones as well. For the smaller manufacturers it must mean a change in quality or price if we accept their statements that there was very little profit in 1923 when their tobaccos cost less than the same grades will cost this year. Most manufacturers are already working these higher-priced tobaccos, with increased overheads due to reduced production.

The larger manufacturers have depended on big production with a minimum profit per thousand, and every dime of additional cost per thousand gives cause for greater efforts toward economies.

The fact that many manufacturers are successfully operating cigar-making machinery and mechanical facilitating devices indicates that machinery, properly adjusted and operated will reduce production costs.

The opportunity is present right now for the manufacturers of cigar-making machinery to advertise the economies of their equipment to the trade and to sell their products in larger quantities than ever before.

THE campaign which has just been begun by a nationally known pipe manufacturing firm to reach the "man behind the counter" is, to our way of thinking, one of the utmost importance to the industry.

We have persistently urged the concentration of effort on proprietors and clerks of retail stores, teaching them the proper methods by which to merchandise cigars. Now that a pipe house has undertaken this work, it will perhaps have a beneficial effect on cigar manufacturers.

This pipe house realizes how easily the value of consumer advertising can be dissipated by uniformed retailers and clerks. They also realize how their consumer advertising can be strengthened by having the men who sell their merchandise in the retail store thoroughly educated in regard to pipes and the points of merit in their particular line.

In the cigar business there has always been a wide gap between the manufacturer and the consumer. Trade paper copy that could be used to advantage in addressing the jobber and retailer is often nothing more than a mere announcement of brands and manufacturers. The great audience formed by trade paper readers is too often neglected. And yet this audience is one hundred per cent. interested in the cigar industry and eager to receive ideas and information.

We do not mean to say that none of the cigar manufacturers are doing anything to educate the cigar dealers, but we do say that those who are doing it are few and far between. A greater concentration of effort is needed to help the retailer sell cigars in preference to other tobacco products.

The "man behind the counter" stands between your product and the consumer. He can either build good-will for your brands or tear it down. In many cases where the smoker stops dealing at a certain store, the cause is due either to indifference or ignorance, as a rule. If the causes are brought to the retailer's attention he is usually too good a business man not to endeavor to correct them.

In undertaking this campaign of education with the retail trade this pipe manufacturer is doing a much-needed work of benefit not only to the pipe industry but to the cigar and tobacco industry as well.

The treatment of a customer is a most important matter for every store proprietor, and the establishment of a standard of ethics in all dealings between the retailer and the public will go far to elevate and improve the retail business.

PHILADELPHIA.

BALTIMORE FIRM WILL DISTRIBUTE "MARSHALL FIELD"

Howard F. Pent, president of the Coraza Cigar Company, North Seventh Street, has just returned from a trip in the interest of his brand, "Marshall Field," and announces that arrangements have been made with the Maryland Tobacco Company, of Baltimore, to distribute this brand in their territory. The "Marshall Field" is growing constantly in popular favor and the factory is very optimistic over the outlook for 1924 business on this brand.

SCHULTE TO OPEN NEW STORE IN PHILLIE

According to plans now under consideration by A. Schulte Company, a new store will be opened in Philadelphia before June 1st. The plans call for a total of nine new stores by that date. One in Philadelphia, Pittsburgh, Detroit, Buffalo and Schenectady, and two in New York and Chicago. The company reports a greater increase in business for the month of February, 1924, over the same period last year, than in any other month in their history.

BANDITS WHO ROBBED DUSEL, GOODLOE CAUGHT

Five of the bandits who robbed the branch house of Dusel, Goodloe & Company, at Atlantic City, a few weeks ago, have been caught. Two of the men were apprehended in Philadelphia and part of the stolen goods were recovered and identified by L. C. Albertson, manager of the Atlantic City branch. The other three were captured in Atlantic City.

RECENT CONFERENCE IMPROVES RETAIL CONDITIONS

As a result of the recent conferences in connection with the forming of a Retailers' Association in this city, conditions among the retailers have been considerably improved, due to a cessation in the price-cutting war. It is hoped by all that the condition may be permanent.

The local leaf market is very quiet and only a few small sales are being recorded. According to advices, conditions in the Havana market are quiet also.

Ten-cent cigars continue to make up the greater part of the sales of the retailers, with the higher-priced goods coming in second place. The quality of the five-cent goods is not yet up to what the consumer wants.

Cigarettes are still selling in large volume.

"JIMMIE" GOLDWATER VISITS PHILADELPHIA

"Jimmie" Goldwater, of "Natural Bloom" fame, was a visitor in Philadelphia on Thursday and announced that a special "Natural Bloom" representative has been put on to cover Philadelphia. Harry Rendelman is the man, formerly with Bayuk's for nine years, and with this experience, together with his exceptional ability, no doubt "Natural Bloom" will soon be in every good cigar stand in this city. Dusel, Goodloe & Company are distributors for this brand in Philadelphia and Atlantic City, and they report that "Natural Blooms" are already selling very strongly.

BAYUK CIGARS DIVIDEND

Regular quarterly dividends of 1¾ per cent. on the second convertible preferred, 1¾ per cent. on the first preferred, and 2 per cent. on the second preferred, have been declared by the directors of Bayuk Cigars, Incorporated. The dividends will be payable April 15th to stockholders of record March 31st.

Louis A. Kramer was a visitor to the Water Street leaf market last week.

PENNSYLVANIA LEADS IN CIGAR-LEAF PRODUCTION

Pennsylvania ranked first in cigar-leaf tobacco production and fifth in production of all kinds of tobacco in 1923, according to information compiled by the Bureau of Statistics, Pennsylvania Department of Agriculture. The report for the last year covers the twelve counties that grow the crop commercially:

Counties.	*Acres.*	*Yield per Acre.*	*Total Production.*	*Price Dec. 1.*	*Value.*
Berks	202	1,800	363,600	$0.17	$ 61,812.00
Bradford	61	1,200	73,200	.17	12,444.00
Chester	598	1,580	944,840	.18	170,071.20
Clinton	56	1,400	78,400	.18	14,112.00
Dauphin	71	1,300	92,300	.18	16,614.00
Juinata	16	1,600	25,600	.16	4,096.00
Lancaster	36,164	1,300	47,013,200	.19	8,932,508.00
Lebanon	434	1,450	629,300	.20	125,860.00
Lycoming	107	1,350	144,450	.19	27,445.50
Snyder	13	2,000	26,000	.18	4,680.00
Tioga	103	1,200	163,200	.25	40,800.00
York	2,942	1,200	3,530,400	.13	458,952.00
Total	40,800	....	15,084,490	....	$9,869,394.70
Average	.....	1,300	.....	$0.19	.....

SAM PALEY MAY MAKE EUROPEAN TRIP

Sam Paley, of the "La Palina" factory, is considering making a trip to Europe within the next month It is possible his family will accompany him on the trip and the Sumatra inscriptions in Holland will be included in the itinerary.

WM. DEMUTH & COMPANY TO HELP "MAN BEHIND THE COUNTER"

Wm. Demuth & Company, one of the foremost pipe manufacturing concerns in the country, is starting a campaign to help the retailer sell more pipes by giving him a working knowledge of the merchandise he handles. They have prepared an article entitled, "Tell Him Something About Pipes," and this article is available for distribution upon request to any retailer's salesman or jobber's salesman who is interested in pipes and how to merchandise them.

The article says in part:

"The importance of the man behind the counter is gradually receiving its due degree of attention. Many manufacturers who spend huge sums in advertising to build consumer preference and goodwill for their products, are beginning to realize that their efforts can be rendered futile, and well earned goodwill can be quickly dissipated if not properly nurtured at the crucial point in the cycle of distribution—the retail counter, over which the article is handed to the public. It is not sufficient for the manufacturer alone to appraise the importance of the role of the retail seller. It is necessary, too, for the retail merchant or clerk to appreciate the importance and effectiveness of his function.

"Let us consider briefly, some of the reasons why people stop, or may stop, trading at certain stores.

"Indifference of salespeople.
"Attempts at substitution.
"Errors.
"Tricky methods.
"Over-insistence of salespeople.
"Insolence of salespeople.
"Unnecessary delays in service.
"Tactless business policies.
"Poor arrangement of store.
"Lack of knowledge concerning merchandise.

"Practically every one of these stumbling blocks to holding steady trade is at the control of the retail merchant or the retail clerk—and can be eliminated only if he has a true estimate of ther damaging effects on his profits and makes a determined effort to stop these sales leaks.

"We do not intend to preach about indifference, tactlessness, carelessness, insolence, errors, etc. The necessity for the correction of these faults is obvious.

"The function of this article is to focus attention upon the importance of the retail salesman having a working knowledge of the merchandise he handles. . . . Knowledge concerning an article, its materials, its manufacture and its uses enables a salesman very often to interest a customer and effect a sale even though the customer did not intend to purchase that article when he entered the store.

"Such creative salesmanship can very effectively be employed in the sale of pipes."

Then follow a number of suggestions showing how salesmen can interest prospective customers in the subject of pipes, a description of the materials which go into their manufacture, an explanation of the processes through which a pipe passes on its way from root to counter, a little talk on the care of pipes and how to break a meerschaum.

BURNS JOINS EISENLOHR

Arthur Burns has joined the sales force of Otto Eisenlohr & Brothers, Incorporated, and will cover Boston and surrounding territory in the interest of "Cinco." He was formerly with the C. C. A. factory.

Editorial Comment

THE General Appraisers' decision that each separate piece of imported lithography must bear the name of the country of origin is of wide interest to the cigar industry. As far as the cigar business is concerned only two foreign countries are a factor in the label and band industry.

As far as we know up to the war both of these countries had their names imprinted on each band on the white end, which was covered when the band was placed on the cigar.

This decision clarifies the situation as there have been attempts to justify the importation of foreign lithography by printing the name of the country of origin only on the container holding the individual pieces.

NANYANG BROTHERS EXPANDING IMPORT-EXPORT BUSINESS—SAT HING KAN ELECTED PRESIDENT TO SUCCEED HIS FATHER

Nanyang Brothers, Inc., New York subsidiary of the Nanyang Brothers Tobacco Company of China, has just moved into their new offices at 220 Fifth Avenue in order to take care of their rapidly increasing import-export business. This is taken as the first step in the company's policy of business expansion decided at the last meeting of its board of directors when Sat Hing Kan was named president to succeed his illustrious forbear, the late Kan Chiu-nam, noted Chinese industrial magnate and cigarette manufacturer. Yat Pong Kan was elected vice-president, Tsze E. Pun, vice-president and treasurer, Alfred S. Lee, secretary and assistant treasurer and Elsie G. Kretschmer, assistant secretary.

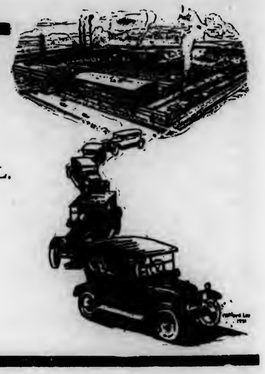
Sat Hing Kan is now in China looking after the Far Eastern interests of his family, chief of which is the firm of Nanyang Brothers Tobacco Company, of which his father was founder and president. Since his father's death last October, young Mr. Kan has shared in the direction of the affairs of this great cigarette manufacturing company of China, in which he had already served in many important capacities including that of general manager in Shanghai. He also holds the important position of leaf department manager and is considered an authority on native Chinese tobacco which he thoroughly studied at the sources of production as well as American leaf tobacco which is purchased in large quantity for manufacturing the popular "Nanyang" cigarettes. Mr. Kan will return to New York this summer in time to supervise this year's puchases of tobacco and new factory machinery and equipment for the tobacco company which in recent years have aggregated many million dollars annually. Further steps to forward the expansion of the New York corporation will then be taken.

Tsze E. Pun is general manager at the New York office which besides looking after the American purchases of the tobacco company does a large import business in Chinese products and has achieved a reputation as a leader in many lines including that of Chinese laces, hairnets and Chinese Mah Jong games.

AMERICAN SUMATRA FINANCES O. K.

The American Sumatra Tobacco Company has issued a statement to the effect that no new financing of the company is under consideration at this time, nor is it thought to be necessary.

DETROIT



Detroit Automobile Industry Employs Small Army—J. L. Marcero & Company Re-Enters Cigar Game—Powell Resigns From Berriman Brothers—Newspapers Doing Thriving Business in Cigar Advertising

Detroit, Mich., March 25, 1924.

DYNAMIC DETROIT. Its population has more than doubled in the past decade. Detroit now ranks as fourth city of the United States. Detroit's automobile industry girdles the globe, every nation in the world pays tribute to it. This great industry furnishes employment to an army of more than two hundred thousand men in Detroit, whose yearly pay aggregates approximately two hundred and fifty million dollars.

Detroit is also known throughout the United States as a cigar manufacturing center. Millions of cigars are manufactured here annually, which are distributed from Maine to California. According to reports this year's production of Detroit-made cigars will surpass any year in the history of the city.

Retail dealers and jobbers report the business for the month of March to be fair. However, it must be admitted that all is not rosy with the tobacco jobbers, due to price-cutting and adverse conditions in the trade. Collections are reported to be very slow.

Two well-known Detroit jobbers have consolidated and a new sign will ornament the building at 310 Jefferson Avenue, West. J. L. Marcero & Company and Claude E. Howell & Company have consolidated under the new firm name of Marcero, Bump & Howell Company, and will be located at the above address. The brands to be jobbed by the firm are "Dutch Masters," "44," "Harvester," "Henry George" and "Swift" cigars. The Lowney candy, which has been sold in this market for the past fourteen years by J. L. Marcero & Company, will be featured. Claude E. Howell has been in the cigar jobbing business in Detroit for the past nineteen years, and has enjoyed a very successful business. Joe L. Marcero and Harry T. Bump have been associated in the wholesale cigar and candy business for the past fifteen years, doing business under the firm name of J. L. Marcero & Company. The entire sales force of both companies will be retained in their present positions. No doubt a number of additional salesmen will be added within the near future. THE TOBACCO WORLD extends to Messrs. Marcero, Bump and Howell their hearty congratulations and best wishes for many prosperous years.

Tom Powell, one of Detroit's best known salesmen, and recently associated with Berriman Brothers, Tampa, Fla., has resigned his position with this firm. In the future Tom will cover the eastern part of Michigan for the Worden Grocery Company, Grand Rapids, Mich.

Frank Horning, of the Consolidated Cigar Corporation, has returned to Detroit, after a month's campaign with the salesmen of Keifer-Stewart Company, Indianapolis, where he has been promoting the sale of "44" cigars.

"Robert Burns" cigars (General Cigar Company) are enjoying a big sale here, the many sizes and shapes are very popular with the Detroit smokers.

Ernest S. Gunn, who recently purchased the cigar store of Altena & Peterson at 428 Randolph Street, has enlarged the store and added an extensive line of men's furnishings. The store is a store for men, combining tobacco, cigars, cigarettes and confectioneries, with a line of men's furnishings. Mr. Gunn has been engaged in business in Detroit and Boston for many years. His motto: "Honest Merchandise for Men, at Moderate Prices."

Charles W. H. Robinson, local branch manager for Bayuk Cigars, Incorporated, reports business as being very good on his many popular brands. He is increasing his sales organization and the city and county is being worked thoroughly.

J. Eugene Beck, cigar broker of New York and Philadelphia, called on the trade here last week and reported a very satisfactory business all along the route covered.

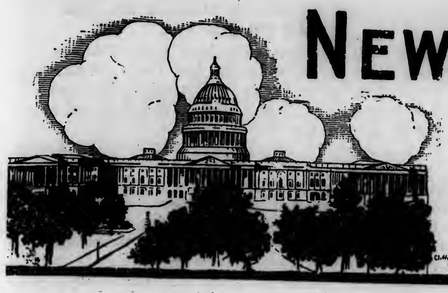
W. B. McBurney, representing R. A. Bachia & Company, of New York and Long Island City, was on the list of visitors here last week, who made the rounds of the clubs and leading retailers.

E. H. Biody, of Krauss & Company, Incorporated, Baltimore, Md., manufacturers of "In-B-Tween" cigars, was with us for a few days last week, looking over conditions regarding his brand.

Leo Micheals, of the Falk Branch of the American Tobacco Company, made the rounds of the trade here last week. Leo was conducted on the tour by Billy Burke, who knows the territory from end to end. The Falk brands have always enjoyed a very healthy sale in our city.

W. W. Tucker, of the Tucker Cigar Company, has remodeled the entrance to their store in the Dime Bank Building. The change has given them an entrance on Griswold Street and one on Fort Street. Mr. Tucker reports business as very good and increasing each month.

(Continued on Page 20)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

No New Ruling Requiring Price to Be Printed on Inside of Cigar Box Lid

Washington, D. C.

OFFICIALS of the Internal Revenue Bureau deny that any regulations have been issued or are in contemplation changing the markings which are required on cigar boxes to comply with the tax law. Rumors in the trade that it would hereafter be necessary to stamp upon the inside label of all cigar boxes the price at which the cigars were intended to be sold, are without any foundation in fact, it is declared.

The regulations adopted in 1918 provide the method of marking boxes to comply with the law, and require only that the marking show that the cigars are to be sold at a price within the limits covered by the internal revenue stamp. It is not believed that anything would be accomplished by having the price of the cigar printed on the inside label, from the standpoint of the Government.

The law provides that cigars may not be sold at a price higher than the maximum covered by the revenue stamp, but there is no objection to selling the cigars at a lower price, since the Government in that case would not be defrauded of rightful revenues. The only purpose that would be accomplished by printing the price on the inside label would be to assure purchasers of "cut price" cigars that they were actually getting them at a lower price than that for which they were originally intended to be sold.

Long and Short Haul Rates of Railroads Must Be Proportionate

Railroads would not be permitted to make a lower charge for a longer than a shorter haul, under the provisions of a bill which has been favorably reported to the Senate by the Interstate Commerce Committee.

The only exemption to the absolute long-and-short-haul provisions would be for an emergency, such as drought or disaster, or for circuitous routes, and there is also a provision that where a rate in violation of this principle is now in effect by authority of the Interstate Commerce Commission it need not be changed for one year, in order to allow time for adjustments.

Another amendment voted into the bill by the committee allows a railroad, upon hearing, to meet the competition of another whose route is shorter between two points. The Interstate Commerce Commission is also authorized to approve departures for import and export rates and for block systems of express rates.

One effect of the bill, if enacted into law, would be to put an end to pending applications of the carriers for relief under the fourth section of transcontinental rates on a number of commodities.

Revenue Revision Bill Will Probably Not Be Passed Until After June Conventions

Postponement of final action on the revenue revision bill until after the national convention in June is now predicted in Washington. There is little likelihood that the Senate will pass the measure until that time, according to Senator Smoot, chairman of the Finance Committee, and there will undoubtedly be an effort made to put the bonus bill ahead of the revenue measure in order that the Senate, when it comes to pass the latter, may know exactly how much revenue must be raised to pay the ex-service men's bill.

The delayed adoption of the tax bill will make it very difficult for the Treasury Department to handle the finances of the Government. The bill as passed by the House provides a 25 per cent. reduction in taxes on last year's income. It was expected originally that the bill would be passed in time to permit taxpayers to take advantage of the lower rates in making out their returns; they have now made their returns and estimated their income taxes on the basis of the existing law, and it will be necessary to make some provision for refund, in the case of those who have paid their taxes in full, and of providing for the 25 per cent. reduction to be deducted from future payments, in the case of those meeting their taxes on the instalment plan, should the Senate adopt the House rates.

The proposal has been put forward to eliminate the September instalment entirely; this is opposed by the Treasury because it would deprive the Government of a large portion of the ready money with which it is planning to meet expenditures at that time, and Congress will be asked to devise some method of meeting the situation without embarrassing the Treasury.

The situation is very complex. The revenue bill, as passed by the House, provided reductions which would bring the tax receipts far below the amount estimated as necessary by the Treasury. It is up to the Senate to remedy this, and provide a bill which will cut off not more than the surplus which the Treasury Department estimates will accrue this year and next; adoption of a bonus bill providing for cash payments, regardless of their amount, will make further changes necessary, with the possibility that the tax bill, when finally passed, will be found to provide much less relief than has been anticipated.

Senate to Probe Alleged Influence Through Government Employees

Drastic reforms in the administration of the Federal income tax laws are predicted as a result of an exhaustive probe which has been undertaken by a Senate committee under the chairmanship of Senator Wat-

(*Continued on Page 16.*)

Supreme Court Denies F. T. C. Right to "Fish" in Company Records

Washington, D. C.

The Federal Trade Commission may not go on "fishing expeditions" into private papers on the possibility that they may disclose evidence of crime, according to a decision of the United States Supreme Court in a case wherein the commission sought a writ of mandamus to compel certain tobacco companies to produce a vast amount of records, contracts and correspondence for inspection. This decision is of great importance, as the commission has been carrying on a number of investigations in this manner.

"The mere facts of carrying on a commerce not confined within State lines and of being organized as a corporation do not make men's affairs public, as those of a railroad company may be," the Court held. "Anyone who respects the spirit as well as the letter of the Fourth Amendment would be loath to believe that Congress intended to authorize one of its subordinate agencies to sweep all our traditions into the fire and to direct fishing expeditions into private papers on the possibility that they may disclose evidence of crime.

"We do not discuss the question whether it could do so if it tried, as nothing short of the most explicit language would induce us to attribute to Congress that intent. The interruption of business, the possible revelation of trade secrets, and the expense that compliance with the commission's wholesale demand would cause are the least considerations. It is contrary to the first principles of justice to allow a search through the respondents' records, relevant or irrelevant, in the hope that something will turn up.

"The right of access given by the statute is to documentary evidence—not to all documents, but to such documents as are evidence. The analogies of the law do not allow the party wanting evidence to call for all documents in order to see if they do not contain it. Some ground must be shown for supposing that the documents called for do contain it."

The Court declared that some evidence of the materiality of the papers demanded must be produced. The demand was not only general but extended to the records and correspondence concerning business done intrastate. It appeared that the corporation involved had been willing to produce such papers as they conceived to be relevant to the matter in hand. In conclusion the Court declared that it could not attribute to Congress an intent to defy the Fourth Amendment to the Constitution or even to come so near to doing so as to raise a serious question of constitutional law, and therefore declined to grant the petition of the Federal Trade Commission to force compliance with its demand for the books and papers in question.

LINZ.

MAZER FACTORIES WORKING TO CAPACITY

In spite of the depression in the cigar business in some sections the Mazer factories continue to operate at full capacity, and the business of this concern is on the increase. Dusel, Goodloe & Company, of this city, are distributors for Mazer products in this territory.

MENDELSOHN URGES CONGRESS TO REDUCE TAX ON CIGARS

Joseph Mendelsohn, president of the National Cigar Leaf Tobacco Association, has filed a brief with the Senate Finance Committee, urging Congress to make a reduction of 25 per cent. in the Internal Revenue taxes on cigars.

In the brief Mr. Mendelsohn points out that cigar production has declined approximately 3 per cent. in the last twenty-two years, while the decline in employment in cigar factories has been even greater.

Mr. Mendelsohn states that the fact that the cigar industry has not only been unable to make any advancement, but has actually declined, is due in part to the burdensome taxation, which was cheerfully borne during the war period, but which now should be lifted for the good of the industry.

Particular emphasis is laid on "one of the most depressing facts our industry is facing, *viz.*, the decline in the number of cigar factories in operation and the tendency toward monopolistic concentration which it neglects. In 1900 there were 27,674 factories in the United States producing 7,000,000,000 cigars, or 253,000 cigars per factory. In 1923, there were but 12,000 factories, a reduction of nearly 60 per cent. in twenty years and an output per factory of 561,000 cigars. These figures record the discouraging fact that during the twenty year period referred to more than 15,000 small business concerns were forced to the wall while many of their more successful rivals, though temporarily continuing their operations, are now one by one closing their doors. Surely Congress should not overlook an opportunity to alleviate this condition."

PORTO RICO AGENCY ISSUES NEW BOOKLET ON PORTO RICO CIGARS

An illustrated booklet containing a new version of "The Story of a Porto Rican Cigar" has been issued by the Government of Porto Rico Tobacco Guarantee Agency, New York.

This booklet describes, with the aid of illustrations, just what is the nature of Porto Rican tobacco, how it compares in aroma, strength and body with other imported tropical tobaccos and tells what kind of cigar may be made from Porto Rican tobacco. It also shows how consumers may know that tobacco is genuine Porto Rican.

In response to advertising in a number of general magazines a large number of copies of "The Story of a Porto Rican Cigar" have been sent out to consumers. The demand for them was so pronounced that one dealer in Kansas City wrote for 100 copies to distribute to his customers, saying they had been asking him if he had any.

Copies will be sent to members of the trade. J. F. Vazquez, Porto Rican agent, states that there is something in this booklet for every leaf man, manufacturer and dealer or jobber who has any interest in Porto Rican tobacco.

FABER, COE & GREGG WILL DISTRIBUTE "CHANCELLOR"

After April 1st, Faber, Coe & Gregg will take over the exclusive distribution of the "Chancellor" cigar for New York. The "Chancellor" is a product of the American Cigar Company and retails for two for a quarter.

PROVEN BY GENERATIONS OF EXPERIENCE

There is no doubt about it! Good Cigars, when packed in SPANISH CEDAR BOXES, retain their full qualities and are appreciably improved.

SPANISH CEDAR CIGAR BOXES have been in use many years. Nothing has yet been found equally as good.

Acclaimed by generations of Preference by the best authorities,

"The Ideal Container for Good Cigars."

In using Spanish Cedar Cigar Boxes,

You have the Best.

After all nothing satisfies like a good cigar

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

HERE is a feller talking about imparting a "Business Winning Secret," and his advertisement reads that he will do this for the diminutive sum of two berries.

All I can say is that he has his hook baited for suckers, 'cause there ain't no such animal as a Business Winning Secret. There are practically no secrets in conducting a successful business. It is merely plugging away, using your eyes and your ears to gather ideas, your brains to adapt them to your business, and your hands to push them along.

That's all, and that will turn the trick.

If you try all the arts and the business don't come then you are in the wrong location, and it is up to you to get out of your present place, into some other place, where there is some getting.

Eternal hustle and eternal wide-awakeness will pull any business out of the deepest rut a hundred times better than any secret method will accomplish.

The quest for business is now exceedingly rapid. Everybody is on the run, using all the business-getting implements—and that just naturally makes you get on the run also. Therefore a good motto for a good many dealers would be WAKE UP.

"The most notable business successes," said a successful merchant, "have had their birth in someone's ability to foresee."

This is what we call "vision," foresight, which leads to forehandedness.

It is wise and essential to attend to the routine and the monotony of business; but it is also the part of wisdom to occasionally sit in the quiet, puff leisurely on an easy puller and open the mental eye to the-things-that-are-to-be.

Thus: is your locality growing in population and prosperity? If so will it justify you to rent the store next door, throw the two into one, take on candy and fancy notions, in addition to your present stock, and thus become a general distributor, instead of a specialist?

Or, perhaps your locality may not have been a prosperous one and the only way to do was to run along under easy sail with small stocks of cheap goods, and your mental eye may reveal that the buildings a few squares beyond now being constructed will greatly change the character of the people who pass your place.

You will resolve to meet the change.

You will brush up and fix up your store—brighten it, freshen it, improve your show window, lighten the inside, lay in stocks of more attractive goods, and thus reap your share of the new trade.

This is "vision." Cultivate your vision, learn to be far-sighted, and to take advantage of the coming changes.

Let's play awhile. Let's play the game called "Suppose." Here's how!

Suppose some big, grim, austere man stood in front of you and said, "Answer this question, and answer it quick. If you ain't quick, or if you ain't right, out you go, and you lose your store, or you lose your job. Get ready. What are ten things customers most like of retailers? Go!"

What would you do? Tell me truly and really, what *would* you do?

Would you rattle off the answers before he could say "Jack Robinson"? Or would you chew your finger nails, and look blank as a salted codfish, and stand on one foot and be unable to answer him nary a word?

Oh, I fear me there isn't much fun in this game we are playing. It would be ten times more fun if you could spill out without a second's thought the answer thusly: A good assortment. Money-back privilege. Truth about the goods. Plainly printed price cards. Prompt and courteous service. Careful attention to children. Accurate filling of orders. Same price to everybody. Thank you. Come again.

These ten things are worth learning. Worth putting at work in your store.

As stated many times I am a great believer in slogans, made so by observing the great dynamic power of slogans in business building.

Your National Association should have a slogan—and it has—and you should have a personal slogan, which perhaps you have.

Yours truly has a slogan for these pages. It is a short slogan, consisting of one word, a single sharp-pointed brass tack.

That slogan is HELPFULNESS.

Every article in this department is written with a view to helpfulness. It isn't written to fill space or for wit, or humor, for glory or for money—but to be helpful.

Won't you read them in the same spirit in which they are written?

They are gleaned grains of wheat from vast masses of straw. Every one of them contains a

(*Continued on Page 23*)

The 5c Cigar

You can make it at a Profit

The Advantages of the Model L
Short Filler Bunch Machine

1. Straight or shaped work, equally well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. It will work large size or mixed CUT scrap.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep: does not easily get out of order.
9. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Price $750 complete

f.o.b. Factory, Newark, N. J.

The solution lies in the use of labor saving machinery such as the Model L Universal Short Filler Bunch Machine.

For example: Manufacturers today are paying anywhere from $2.50 to $3.50 per thousand for bunch making, either straight hand work or using small hand devices. Figuring on this basis, the Model L Short Filler Bunching Machine will show up as follows:

	Cost per M
Present hand method - - -	$2.50
Model L Machine method - -	.90
Net saving - -	$1.60

This net saving represents the difference between turning out a 5c cigar profitably and breaking even or in many cases turning it out at a loss.

Model L Machines will produce from 450 to 500 *uniform* bunches per hour, either straight or shaped work, right or left hand bunches.

Universal Tobacco Machine Co.

116 West 32nd Street, New York

Factory: Newark, N. J.

After all nothing satisfies like a good cigar

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

"It takes a Muriel to match a Muriel"

Made by
P. LORILLARD COMPANY
Established in 1760

made good

You may sell a man a cigar ONCE because it's advertised. But he'll buy that cigar the SECOND TIME only if it has delivered all that was claimed for it. And right there is where it pays to push La Palina—the cigar that always has *made good* on every promise.

CONGRESS CIGAR COMPANY, Philadelphia

LA PALINA

CIGAR

IT'S JAVA WRAPPED

BAER AGENCY INCORPORATES

In order to take care of increasing business, Dr. Berthold Baer announces the reorganization of his advertising agency, and it will in the future be known as the Baer Advertising Agency, Incorporated.

According to the *Survey of Current Business* for the month of March, 1924, a monthly journal issued by the United States Department of Commerce, "consumption of tobacco and tobacco products (for the month of January) as measured by tax-paid withdrawals, increased considerably over December, and, except for large cigars, over January a year ago. Exports of cigarettes and unmanufactured tobacco declined from December but were larger than a year ago."

News from Congress

(*Continued from Page 11*)

son, of Indiana, in which Senator Couzens, of Michigan, will take a leading part.

Senator Couzens declares that there will be no whitewashing of individuals and there is rather the indication that there will be a complete housecleaning in the Internal Revenue Bureau. Some of the allegations which the committee proposes to look into are very strong; others probably cannot be sustained, but none will be overlooked. Many witnesses are to be subpœnaed by the committee and indications are that it will be busy all through the summer. The first thing it will do, however, will be to take up the administrative features of the revenue law with a view to making an early report to the Senate with recommendations for changes that will go further than the recommended tax simplification of Secretary Mellon.

"We are told inferentially that a good bit of the alleged dishonesty will come very close to high officials," declared the Michigan Senator, in discussing the investigation. "The impression I get is that the things complained of were put over on these officials without their having a knowledge of what was going on, but by reason of their positions they are responsible for the conduct of the service. There is no inference that they knowingly did the things charged against them, or that they personally profited thereby."

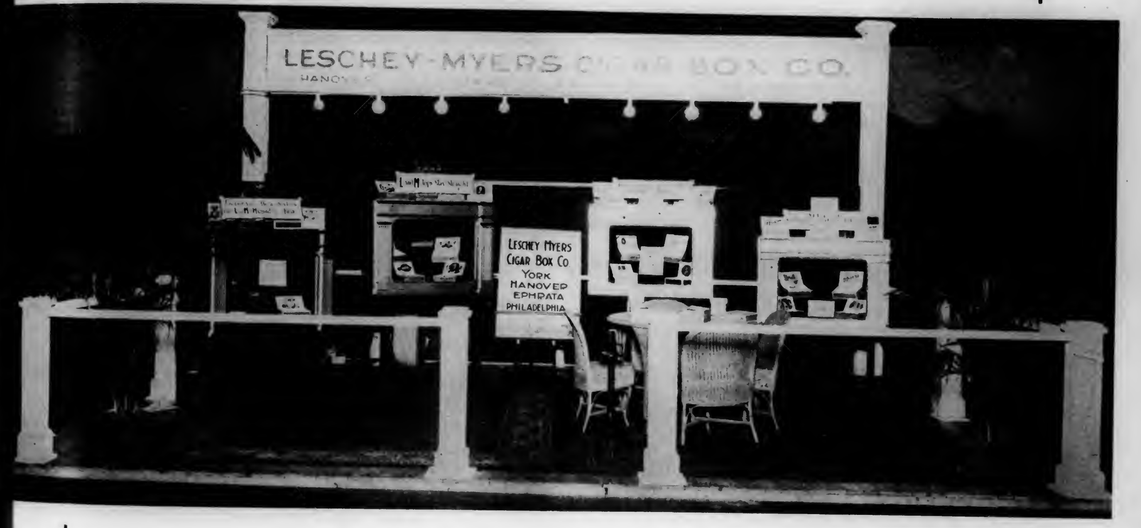
It is alleged that outsiders have had considerable influence in securing positions for those they wanted employed by the Government, and of having others discharged. "My own opinion is that Secretary Mellon has been adamant in standing out against the interference of politicians with his department," said Senator Couzens, "but I am not so sure that some of his subordinates have not been under their influence. I think there is too much power vested in petty officials; too much left to their discretion. These men often are wholly incompetent to pass upon the problems assigned to them and they should not be subjected to the temptations which exist through their possession of so much power. I have been informed that some of these men pass on as much as a million dollars in taxes each day. Some of the cases can be decided one way or another, the questions being so close, and there is a great deal of temptation there for the man who is not altogether honest."

It is charged that influence is often used to secure the settlement of claims in the interest of certain taxpayers. In Congress it has even been declared that there have been cases where there was collusion between men in the Government service and representatives of taxpayers having claims. It has been alleged that numerous tax attorneys, agents, specialists and lobbyists in the employ of claimants for refunds and exemptions are carrying on negotiations with officers of the bureau, which negotiations preclude a judicious examination of and action upon such claims, and will result in scandal and the disadvantage of the Government.

DUDDLESTON JOINS BAYUK FORCE

C. J. Duddleston has joined the selling organization of Bayuk Cigars, Incorporated, and will cover Chicago and surrounding territory for their brand.

SECOND INTERNATIONAL TOBACCO INDUSTRIES EXPOSITION



NOTHING SATISFIES LIKE A GOOD CIGAR

THE BEST CIGARS ARE PACKED IN WOODEN BOXES

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

THE AGRICULTURAL OUTLOOK FOR 1924

The following statement of the agricultural outlook for 1924 based upon current information and upon reports from 43,000 farmers representing every agricultural county in the country stating their intentions regarding the planting of spring crops, has been prepared by the Bureau of Agricultural Economics of the United States Department of Agriculture to provide a basis upon which producers may make readjustments to meet economic changes.

The general agricultural outlook for 1924 indicates that farmers are undertaking a normal production program. It is apparent, however, that agricultural production this year will still be attended by the difficulties arising from high wages and other costs, loss of farm workers, and the general disparity between prices of farm and urban products.

Domestic demand for agricultural products is at a high level; urban prosperity is reflected in a heavy current consumption of fibers and high quality foods and this may be expected to continue into the summer.

Foreign markets on the whole seem likely to maintain about the present level of demand for our cotton, pork, wheat and tobacco. The situation this season with respect to labor machinery, fertilizer credit and other cost items is not such as to favor any expansion in production.

The tobacco growers generally indicate an intention to plant about the same acreage as last year. The demand for export types of tobacco has encouraged growers to plan expansions of area of these types while the unfavorable market has led growers of dark varieties to indicate reduced plantings for 1924. Burley stocks are still high and intentions toward increase in acreage should be considered in the light of this fact.

PRICES PAID BY ITALIAN TOBACCO MONOPOLY FOR 1924 CROP

Tobacco which has been propagated from seed originating in Kentucky will bring the following prices, according to a schedule of prices to be paid by the Italian Tobacco Monopoly for tobacco during 1924. The lire is equivalent to $0.0434 and the quintal to 220.46 pounds.

Loose tobacco:
- 525 lire per quintal, Grade 1.
- 360 lire per quintal, Grade 2.
- 225 lire per quintal, Grade 3.
- 105 lire per quintal, Grade 4.

Cured tobacco:
- 868 lire per quintal, Grade A.
- 744 lire per quintal, Grade B.
- 651 lire per quintal, Grade B2.
- 558 lire per quintal, Grade C1.
- 418½ lire per quintal, Grade C2.

—Commercial Attaché H. C. MacLean, Rome, February 18.

NEW CHICAGO DISTRIBUTOR FOR "TUVAL"

The "Tuval" line of cigars has been taken on by Steele-Wedeles Company, for distribution in the Chicago territory, and the "Redencion" line has been taken on by Henry Strauss for the Cincinnati territory. These cigars are manufactured by Marcelino Perez & Company, the well-known bonded clear Havana house of Tampa, Fla.

PRICES PAID TO PLANTERS BY FRENCH TOBACCO MONOPOLY FOR 1923 CROP

The average price for tobacco grown in the Department of Lot, Lot-et-Garonne, Ille-et-Vilaine, Nord, and Buches-du-Rhone will be 400 francs per 100 kilos, according to a decree published by the French Tobacco Monopoly on December 29, 1923. The average price to be paid by the monopoly for tobacco in departments other than those mentioned above will be 430 francs per 100 kilos.

In addition to the regular price paid the monopoly grants a bonus of 10 francs per 100 kilos to be paid without distinction as to quality or growing districts on tobacco delivered in good condition, well wrapped and sorted. An additional 50 francs will be paid to planters in the Departments of Lot and Lot-et-Garonne who deliver a quality of tobacco the leaf of which conforms to the following specifications: Length, 50 centimeters; fabric gummy, elastic, and resistant, perfectly healthy and ripe, not torn; ribs hardly noticeable; and color dark chestnut. An additional bonus of 70 francs per 100 kilos will be paid for tobacco grown in the other departments which have the following specifications: Excellent leaf, resistant, elastic, healthy, not torn, ripe, not very dark in color, minimum length 35 centimeters.—Assistant Trade Commissioner David S. Green, Paris, February 14.

AMERICANS MAKING HEAVY SUMATRA PURCHASES

American firms are buying heavily at the Sumatra Inscriptions being held in Amsterdam, according to advices, and are paying high prices for the best grade of leaf.

Among the purchasers of large quantities are American Cigar Company, H. Fendrich, Manus Muller, H. Duys & Company, E. Rosenwald & Brother, and L. Schmidt & Company.

WHELAN OFF ON VACATION TRIP

George J. Whelan, president of the United Cigar Stores Company, has sailed for Europe on his annual vacation trip. The time of his return has not been definitely established.

UNITED VICE-PRESIDENT UNDERGOES OPERATION

W. T. Posey, vice-president of the United Cigar Stores Company, is recuperating, following an operation for appendicitis. He will return to his desk at 44 West Eighteenth Street, New York City, after a short vacation.

TILFORD ESTATE GOES TO WIDOW

The will of Frank Tilford, former president of Park & Tilford, who died at Palm Beach a short time ago, states that his entire estate of approximately $300,000 is to go to his widow.

CIGAR DEPARTMENTS IN FIVE LIGGETT STORES TO BE OPERATED BY UNITED

The cigar departments in five Liggett Drug Stores in Washington, D. C., have been taken over by the United Cigar Stores Company and will be under their management in the future.

WOODHOUSE VISITS WATER STREET

John T. Woodhouse, of the John T. Woodhouse Company, manufacturers of fine cigars in Detroit, Mich., was a visitor to the Water Street leaf market last week.

TT & MYERS TOBACCO CO.

Detroit News

(*Continued from Page 10*)

Herb Messick, Middle West representative of Cuesta Rey & Company, manufacturers of clear Havana cigars, made in bond, was on the list of visitors here last week. Herb reports his brand to be showing a very substantial increase in sale throughout his entire territory.

Jack Wilderman, of the Fleck Cigar Company, Limited, Reading, Pa., called on the trade here last week. Jack says he has enjoyed a nice business on his brands throughout this trip.

Adrian Bustillo and John W. Merriam, of M. Bustillo & Merriam, Tampa, Fla., called on the leading retailers and clubs here last week in the interest of their fast-selling brands. Both of these gentlemen report business as being very good in the many sections of the country which they have covered.

W. D. Walker, representing S. S. Pierce & Company, Boston, Mass., gave the city the once-over last week.

H. G. Hicks, of M. Valle & Company, manufacturers of "Flor de Cuba" cigars, was on the list of visitors here last week.

The Bailey-Wilkins Company, cigar jobbers of this city, have discontinued business. This firm has been very prominent in the cigar field for the past eighteen months. The members of the firm have not announced their plans for the future.

Jim William, of A. Amo & Company, manufacturers of "La Amo" cigars, is hobbling around the city supported by a stout cane. During the last slippery spell Jim was downed by a fat man, who placed all his weight (250 pounds) on Jim's tender ankle. When both regained a strong footing and apologies were offered for the mixup, Jim emerged with a broken ankle, which has kept him indoors for a short period.

T. R. Braynard, Middle West representative for Estabrook & Eaton, Boston, Mass., called on the trade here last week in the interest of his many high-grade brands.

L. A. Henault, representing C. B. Perkins Company, Boston, Mass., gave the city the once-over last week. "L. A." reports the business on their brands in the various clubs throughout the country as being very good. The majority of clubs report the business for 1923 as being the best they ever enjoyed.

Sandy Stuart, of Joseph J. Schaefer, Dayton, O., manufacturers of fine cigars, who has been on the sick list for a short while, is able to be out again.

J. B. Annis, of Gradiaz, Annis & Company, manufacturers of "Don Julian" cigars, has been in the city for the past week looking over conditions of his brand, which enjoys a very good sale here.

Sig Mayer, representing the Morgan Cigar Company, of Tampa, Fla., called on the trade here this week. This is Sig's first visit to Detroit for a long time, and he said he was mighty glad to see his many friends in the motor city.

Otto Groll, general mid-West sales manager for Militiades Melachrino, Incorporated, was recently in our midst and while here he made arrangements with James D. Walsh to cover the State of Michigan. Mr. Walsh is well known in this section of the country, having for many years been associated with cigarette manufacturers. Jimmie, as he is known to all the trade, will pay particular attention to the city of Detroit, where high-grade cigarettes enjoy a big sale.

During the past ten days the local newspapers have been stocked with cigar advertisements, many smokers don't know which brand to try next. The outstanding ads are, *viz.*, "La Palina," "El Producto," "Pastora," "Mapacuba," "Dutch Masters," "Robert Burns," "Girard," "White Owl," "R-B," "Cinco," "San Felice" and "Wm. Penn."

A strong selling campaign will be put on "44" cigars on April 1st by Marcero, Bump & Howell Company, local distributors of the "44" cigar. The new company is going after a 100 per cent. distribution on this well-known brand.

A loss estimated at more than $200,000 was caused by a fire which destroyed the Detroit Drug Company's store at the northeast corner of Woodward and Milwaukee Avenues on Tuesday, March 18th. This store was the supply house for the chain of fourteen retail stores operated by the Detroit Drug Company.

Many attractive window displays of various brands were seen this week on the different avenues, *viz.*, "Chancellor," "Roi-Tan," "El Producto," "La Palina," "Blackstone," "Personality," "Girard," "Popper's Ace," "Webster," "Dutch Masters" and numerous others worthy of mention.

Don't forget your renewals for THE TOBACCO WORLD; send them in promptly and avoid the rush. THE TOBACCO WORLD prints all the latest news regarding the tobacco industry.

Yours truly,

Mike of Detroit

TRADE NOTES

E. M. ("Mannie") Freeman, of S. J. Freeman & Sons, widely known Manila importers, has recently returned to headquarters following a trip in southern territory where he opened several new accounts.

W. W. ("Doc") Rosebro, of the New York-Tampa Cigar Company, was a visitor in New York last week. He came on to headquarters for a conference with President Toro.

"La Tonica" is the name of a new Sumatra-wrapped brand being placed on the market by Wertheimer Brothers, of Baltimore. The cigar is Havana-filled and retails from ten cents up.

Henry L. Sheip, of the H. H. Sheip Manufacturing Company, Philadelphia, is at present in Japan. He is making a trip around the world in company with Mrs. Sheip.

"Blackstone" cigars, made by Waitt & Bond, Newark, N. J., will be distributed in Oregon and Washington by Mason, Ehrman & Company. This brand makes friends wherever introduced and is sure to take well in the Northwest.

SAMUEL W. HELM DEAD

Samuel W. Helm, for many years on the sales staff of the American Tobacco Company, died recently in St. Petersburg, Fla. Mr. Helm was sixty-nine years old and was retired. He had been ill for some time.

TOO LATE TO CLASSIFY

WANTED—POSITION AS CIGAR PACKER AND EXAMINER by a capable cigar packer and examiner with a knowledge of blending tobaccos. Ten years' experience. Last five years, packer foreman. Address Box N, "The Tobacco World."

York County Notes

York, Penna., March 31, 1924.

WE have tried so hard to gather up some news items for our territory, such that would put a little "Pep" in the letter. Seems that the largest number of factories at this time, have little to report that would make a fellow want to get into the game at this time.

What is wrong with the old cigar business anyhow? We notice about as many fellows puffing away at cigars as usual, we ourselves are trying to work overtime, to boost the game, but we can't smoke them all.

We still believe what we said months ago, there is just about as much tobacco being consumed, as always, but "Ye gods" the cigars are too big, too much tobacco in them, it takes a fellow too long to burn one up; fact is he really is smoking two cigars at a time, according to the amount of good tobacco that went into a cigar several years ago. So perhaps the manufacturer is to blame himself, for the seemingly lack of increased cigar output.

It was ever thus, one manufacturer comes out with a new large shape cigar, then some other, not to be outdone, goes him one better by adding another few pounds tobacco per thousand cigars, and so it goes, continuous treadmill performance. Did you ever run against a bigger easy mark than the average cigar manufacturer? (We have been one for about thirty-five years, and know what we say.)

We have said over and over again, that were it possible to live our life over, we would enter a business that catered to the female trade instead of having only the men folks buying our product. Why you would think, from hearing the kicks from the average smokers of cigars, that his nickle and dime, was big as the moon. And don't they know how to tell the manufacturer, how he ought to give them clear Havana, fine Sumatra, excellent workmanship, handsome costly packages, all for that little old nickel or dime.

Whereas take the other side of the house, how many women care what a thing costs, dad pays the bill anyhow.

We often try to figure out just what we have missed, by wasting a long life at a business, that after all is said, will about give you a fair living, not much more.

Many of our factories are working on a limit, some of them have closed for a week to let the orders catch up with the output and to reduce made up stock.

JAY-BEE.

AUSTIN NICHOLS TO DISTRIBUTE I. LEWIS BRANDS

The Cigar brands of I. Lewis & Company, manufacturers of "Flor de Melba" and "John Ruskin," which has recently been reduced to five cents, will be distributed in the future, in New York City territory by Austin Nichols & Company, Incorporated. The Interborough Cigar Company, which formerly distributed these brands has discontinued business.

The cigar department of Austin Nichols & Company is under the able management of Harry D. Young and extensive plans have been formulated for increasing the sales of this department during the coming year.

Insurance Policy
covering one
W D C
MILANO
PIPE
Whereas Wm. Demuth & Co. guarantee the bowl of this W. D. C. Milano Pipe to be hand made from genuine Imported Briar and
Whereas the stem of said pipe is hand cut and fashioned from solid vulcanite
It Is Hereby Agreed that Wm. Demuth & Co., in the event of said bowl cracking or burning through, as a result of reasonable use within two years from date of purchase, will replace the pipe, *complete, free of charge;* and that if the stem breaks due to any fault of material, *will replace the stem;* provided that in either case the pipe is returned to the Company with this policy, together with name of dealer from whom

* * * * *

This is the unique Milano Insurance Policy now being nationally advertised to a combined circulation of over 10,000,000 people.

* * * * *

An Urgent Message to Dealers!

Every dealer handling Milano Pipes should go over his stock *now*, and order from his jobber all numbers with which he is not plentifully supplied.

Every dealer handling Milano Pipes should let us know *at once* how many pipes he has on hand, so we can send him Insurance Policies to pack with them.

Any dealer who does not handle Milano Pipes should write us *now* for full details of the biggest idea and biggest selling drive in pipe history.

"It's a W D C"

Show some speed, men!

WM. DEMUTH & CO.

230 Fifth Avenue, New York

World's Largest Manufacturers of Fine Pipes

MILANO

The Insured Pipe

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

Seek Enactment of Permanent Bill for Foreign Service in Connection With Chamber of Commerce

Enactment of the Winslow bill giving permanent status to the foreign service of the Department of Commerce will assure to American business men an uninterrupted flow of facts and material regarding trade conditions and opportunities abroad, according to Secretary Hoover and other officials of the Department of Commerce who have testified before the House Committee on Interstate and Foreign Commerce.

At the present time, Secretary Hoover pointed out, the department's foreign service is dependent upon legislation enacted annually as part of the Commerce Department appropriation bill, and such legislation can be knocked out at any time while the measure is under consideration, on a point of order that it is legislation in an appropriation bill. Further, under such legislation, there is no assurance that the foreign service can be continued from year to year uninterruptedly, since Congress can cut down the appropriation and make it necessary to withdraw men from important fields.

Alfred J. Dennis, commercial attaché at London and Rome, told the committee that there is a lack of co-operation between officers of the various department stations abroad and urged this legislation as a means of putting the Department of Commerce on a stable basis, so far as its foreign service was concerned, and, by giving its foreign representatives official status on the same basis as consuls and other officers of the State Department, facilitate its work of collecting this valuable business information while, at the same time, making positions in the department's foreign service attractive to men of the type which it is desired to have in the field.

CIGARMAKERS STRIKE IN YORK COUNTY

As the paper goes to press reports have arrived indicating that several hundred cigarmakers in York County, Pa., are out on strike because of an effort to reduce wages. The cigar manufacturers face a serious situation in the higher costs of production which have become apparent in 1924 due to the higher priced tobaccos which they are using.

Business Building

(*Continued from Page 14*)

THOUGHT—a live, active, practical, valuable thought; a thought which can be thought over, and modified to fit in your business; a thought which has helped others and would like also to help you.

Make use of these thoughts. Do. It will pay you.

Did it ever occur to you that men struggle for recognition just as tensely and eagerly as for money and business preference—the bow of deference, the word of welcome, the generous praise, the bit of ribbon, the position of responsibility in church, or society, or lodge?

Only they conceal their struggle and they give small outward manifestation of the pleasure they receive from their success.

A thorough knowledge of this fact will be of use to any ambitious dealer.

In the most diplomatic manner he will seek to give pleasure to every customer who enters his store. He will greet him with a word of welcome, or perhaps with a silent look, or a half-smile. Nothing obtrusive, you know. Nothing put on. Nothing which would make the man draw in his shell—but a "something" which would make the man realize that you were glad to see him.

Then, in conversation, which may follow his purchase, don't spill out any old thing that comes in your head. Select your subject with the greatest care, and let it be a subject which is interesting to the man. If he is a base ball fan ask him some question about base ball and let him do the talking. Be interested, and keep him talking by an occasional question.

If you don't know his hobby fish around till he tells it and then start him on it. This policy will get him sure and make a steady customer of him.

CINCINNATI CIGAR MANUFACTURER DIES

Moritz Haas, of the cigar manufacturing firm of Haas Brothers, of Cincinnati, Ohio, passed away at his home on Tuesday, March 18, following a stroke of apoplexy. He was sixty-nine years of age and directed the affairs of Haas Brothers up until a short time before his death.

Mr. Haas was a member of the Tobacco Merchants Association, and the following telegram was despatched by Mr. Charles Dushkind, managing director of the association, immediately after learning of the death of Mr. Haas:

"I was grieved indeed to learn the sad news of the death of your father whom I had the honor of knowing personally for a good many years. Permit me to extend to you and to the other members of your family as well as your associates my profound sympathy and heartfelt condolences as well as those of the officers and directorate of our association in which expression I know our entire membership and the trade at large joins with me. Have appointed G. J. Brown, J. B. Moos Company, Michael Ibold, George M. Berger, John Berger and Son, as T. M. A. Committee to attend funeral.

"CHARLES DUSHKIND,
"Managing Director."

Marshall Field Cigars
Distinctive Quality
HOWARD F. PENT
PRESIDENT
The Coraza Cigar Co.
SEVENTH AND CHERRY STREETS
PHILADELPHIA, PA.

WAITT & BOND
Blackstone
CIGAR
Havana
Filler
Absolutely!

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

CANDY A TRADE GETTER AND A TRADE BRINGER ON MOTHER'S DAY.

By V. L. Price, Director of Publicity, National Confectioners' Association

As I have said in previous articles, candy is an important item in your business, not only on account of the profit which you make out of your candy when you sell it, but also on account of its value to you as a medium by which purchasers of other goods may be attracted to your store. This is a very important thought and one which should at all times be kept in mind.

Some merchants about this season of the year either discontinue the handling of candy altogether until cooler weather comes in the fall or if they do not cut it out altogether they limit the stock which they carry to such an extent that the display of the candy which they make is not attractive; only very limited sales are effected; and, practically speaking, no other business is brought into the store on account of the candy handled by the merchant. If you will stop to think what this means, I am sure you will agree with me that this is a mistaken policy. Your sweet tooth remains in good working order the year round, so does that of your customer's, and there is no occasion for your thinking that you cannot profitably handle a good line of the right kind of a selection of goods for spring and summer. You would not think of making a big display of winter garments at this season of the year, nor would you be apt to advertise the fact that you have a fine stock of heating stoves and things of that character at this particular stage of the game. You are more inclined to advertise and to feature seasonable merchandise, which is right.

In the winter time your customers want to buy extensively in the way of chocolate goods, nut goods and hard candies, not so much because those goods taste better in the winter than they do in the summer, but because they are goods which, on account of their character, stand up well and are salable and attractive in appearance in the winter, but will not stand up satisfactorily or be attractive in appearance during the warm months.

From now till September the items which you should feature in the way of candy are gum drops, marshmallow goods, crystallized cream goods, iced goods, cocoanut goods, jelly beans and other goods of similar character. These goods will stand up well all summer long; worms do not bother them, and your customers will really welcome an opportunity to purchase a different class of goods than that which they have been purchasing during the winter months. You know if your wife gave you the same food to eat every day in the week and every week in the year, it would not be long until you would be hunting another boarding house. If you offer your customers the same kind of candy at all seasons of the year, your customers will soon get tired of it and will look somewhere else for their supplies.

Variety is the spice of life. There is a time and place for everything. There are candies to suit every season of the year, and without hesitancy we tell you that you can do just as good a candy business through the warm summer months as during the early spring, always providing you handle the right kind of goods, as suggested above, and that these goods be properly displayed and at the same time protected from dust and dirt. There is an old adage that "goods well displayed are half sold." This is indeed very true, and it is particularly important to you, in the handling of goods like candy, that you should keep these goods well and attractively displayed in order that plenty of business may result and that your stock may at all times be kept fresh and in good condition.

The candy manufacturers enjoy a very excellent business during the period immediately following Easter. That period is now with us and during the next sixty days the consumption of candy to going to be rather heavier than it has been for about six weeks past, this due to the fact that during the Lenten season preceding Easter, a very great number of people give up eating candy. They are candy hungry after Easter, and if you are in a position, with a nice line of candy properly displayed, to satisfy the candy appetites in your neighborhood, you are going to enjoy a mighty nice business.

Mother's Day is May 11. We all know what has been accomplished by the florists in connection with Mother's Day. It has become their biggest season and is there any reason why candy should not be given to Mother as a remembrance just as readily as flowers? The answer to this question was a trial and the trial proved that a suggestion that candy be given as a remembrance to Mother was acceptable to the buying public, so that Mother's Day has become a big candy day. However, retailers who do not display the Mother's Day advertising matter and do not handle goods suitable as gifts for Mother do not benefit by the opportunities which this day offers.

Special bags have been prepared containing a silhouette picture of Mother, together with the candy slogan and the phrase "Candy for Mother." This will help the retailers sell their bulk candy on Mother's Day, because the little children will buy candy in these bags to take home for Mother on Mother's Day.

Write the jobber or manufacturer, whose goods you handle, that you want the Mother's Day material.

ALL IMPORTED LITHOGRAPHS AND PRINTED MATTER MUST BE IMPRINTED SHOWING COUNTRY OF ORIGIN

Since 1909 there has been a United States law requiring that all printed and lithographic matter imported into the United States be imprinted to show the country of origin; but since the war this has been evaded to a large extent.

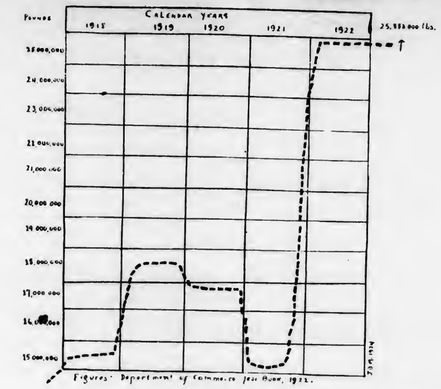
In the new Tariff Act of 1922 this law was made even more specific and required that every article imported into the United States that was capable of being marked without injury be marked with the country of origin.

In spite of this provision certain classes of printed matter have continued to be admitted without the country of origin being marked thereon. Until now no test had ever been made of this provision. A decision has just been handed down by the Board of General Appraisers under date of March 22, which holds that this marking requirement of the Tariff Law of 1922 is sound and must be observed.

This means that prints and labels of all kinds, including cigar bands, imported into the United States hereafter must be marked with the country of origin on each separate piece, and in a position where it cannot be obscured when attached.

This is of interest to cigar manufacturers who may be obtaining any of their labels, bands or other lithographic matter in foreign countries.

The rising tide of approval!



It's Good because it's PORTO RICAN

LOOK FOR THE GUARANTEE STAMPS

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY

136 Water Street, New York — *J. F. Vazquez, Agent* — Telephone John 1379

Send for free copy "Tobacco Trade Notes"

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

INFORMATION:—43,726. For cigars, cheroots, cigarettes and tobacco. March 18, 1924. S. Besuner, Cincinnati, Ohio. (Originally registered by registrant on June 1, 1904.)

HARMON:—43,727. For pipes. March 19, 1924. The Pollock-Daugherty Company, Youngstown, Ohio.

LA FLOR DE VALERIO ROMERO & SON:—43,728. For cigars and cigaretes. March 19, 1924. V. Romero & Son, Tampa, Fla.

ONE PUFF—IS PROOF ENOUGH:—43,729. For all tobacco products. March 19, 1924. San Telmo Cigar Mfg. Co., Detroit, Mich.

DUNEDIN:—43,730. For pipes, tobacco and cigarettes. March 20, 1924. R. E. Watkins, Detroit, Mich.

SLVRSPOON:—43,731. For pipes and smokers' articles. March 17, 1924. J. H. Hamann, Chicago, Ill.

TRUE STORY:—43,732. For all tobacco products. March 21, 1924. American Litho. Co., New York, N. Y.

CONSTANCIA DE J. I. E.:—43,735. For all tobacco products. February 29, 1924. J. I. Edelstein, New York, N. Y.

MAC'S FLORIDA SWEETS:—43,734. For all tobacco products. February 26, 1924. Walter McNally, Palatka, Fla.

CHINESE CITIZEN:—43,718. For cigarettes. March 5, 1924. F. & E. Soter Corporation, Brooklyn, N. Y.

IZAAK WALTON:—43,719. For cigars, cigarettes and tobacco. March 13, 1924. W. W. Davis, Neosho, Mo.

WEBB FOOT:—43,720. For cigars. February 7, 1924. L. D. Frey, Red Lion, Pa.

AVANA STICKS:—43,721. For cigars, cheroots and cigarettes. March 12, 1924. Eitel & Cassebohm Co., Louisville, Ky.

HAV-A STICKS:—43,722. For cigars, cheroots and cigarettes. March 12, 1924. Eitel & Cassebohm Co., Louisville, Ky.

DANIEL RIDGEWAY KNIGHT:—43,723. For all tobacco products. March 15, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

LA NUCILLA:—43,724. For all tobacco products. March 1, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

TRANSFERS

JAMES ROSS:—20,542 (Tobacco World). For cigars, cigarettes and tobacco. Registered July 20, 1910. Originally registered by R. D. Oberholtzer, Bowmansville, Pa., and re-registered by transfer by Henry Heymann's Sons, Florin, Pa., and re-transferred to El-Rees-So Cigar Co., Inc., Greensboro, N. C., February 20, 1924.

DELROSA:—32,023 (Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered May 27, 1907, by Porto Rico Export Co., Chicago, Ill. Through mesne transfers acquired by Florence Bradley, Chicago, Ill., September 21, 1922.

DELAWANDA:—40,433 (Tobacco Merchants Association). For all tobacco products. Registered October 16, 1917, by Riddle, Graff & Co., Delaware, Ohio. Transferred to the Orrison Cigar Co., Bethesda, Ohio, March 7, 1924.

ISAAC WALTON:—43,656 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered January 15, 1924, by the Davis Cigar Co., Neosho, Mo. Transferred to W. W. Davis, Neosho, Mo., March 10, 1924.

WHITEHALL:—43,629 (Tobacco Merchants Association). For pipes. Registered January 12, 1924, by House of Comoy, Inc., New York, N. Y. Transferred to the Civic Premier Pipe Co., New York, N. Y., March 18, 1924.

MARLINA:—36,268 (United Registration Bureau); **21,497** (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered January 19, 1911, and January 28, 1911, respectively, by the American Litho. Co., New York City. Transferred to Ramon Rey & Co., Tampa, Fla., and re-transferred to Abelardo Menendez, Tampa, Fla.

FIREMAN HAS NICOTINE POISONING

Howard Buhler, Conshohocken fireman, is in a serious condition from what physicians declared is "nicotine poisoning." He is believed to have been poisoned while fighting a fire in a cigar factory.

FEBRUARY CIGAR PRODUCTION DECLINES, WHILE CIGARETTES INCREASE

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of February, 1924. (Figures for February, 1924, are subject to revision until published in the annual report.)

Products.	*February 1923*	*February 1924*
Cigars (large)		
Class A .....No.	190,172,583	203,652,970
Class B .....No.	117,492,072	104,210,373
Class C .....No.	189,833,761	180,806,032
Class D .....No.	7,722,805	8,607,441
Class E .....No.	2,044,873	1,519,497
Total	507,266,094	498,796,313
Cigars (small) .....No.	43,539,307	44,696,080
Cigarettes (large) .....No.	1,240,447	1,107,124
Cigarettes (small) .....No.	4,623,431,030	4,854,526,620
Snuff, manufactured ..lbs.	3,528,224	4,133,832
Tobacco, manufactured lbs.	29,083,145	31,218,840

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in inclosed supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of February:

Products.	*February 1923*	*February 1924*
Cigars (large)		
Class A .....No.	5,228,150	7,084,475
Class B .....No.	25,050	325,425
Class C .....No.	271,210	1,228,010
Class D .....No.	2,350	2,700
Total	5,526,760	8,640,610
Cigars (small) .....No.	.....	1,000,000
Cigarettes (large) .....No.	10,000	759,650
Cigarettes (small) .....No.	40,000	5,000

Tax-paid products from the Philippine Islands for the month of February:

Products.	*February 1923*	*February 1924*
Cigars (large)		
Class A .....No.	23,026,350	13,183,485
Class B .....No.	392,360	327,715
Class C .....No.	102,984	122,508
Class D .....No.	.....	50
Class E .....No.	120	211
Total	23,521,814	13,633,606
Cigarettes (small) .....No.	241,070	55,537
Tobacco, manufactured lbs.	69	4

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

A bulletin from the U. S. Department of Agriculture, Weather Bureau, to the Government of Porto Rico, Tobacco Guarantee Agency says:

"For the week ending Saturday, March 8, rainfall in Porto Rico averaged one-fifth of an inch, which is about one-fourth of the normal amount. Sunshine and temperature were above normal. The curing of tobacco was favored by these conditions."

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

We Are Now Ready To Offer Our Holdings In 1923 Crops.

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

After all nothing satisfies like a good cigar

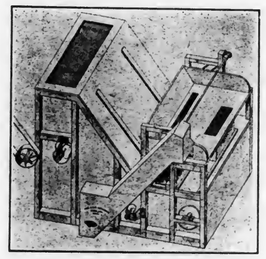
2-6-89
558

APRIL 15, 1924

VOLUME 44 — No. 8

THE TOBACCO WORLD

JOHN H. BAKER SCRAP CUTTER AND SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

And in Philadelphia

Where all the World will see

The Best Cigars Are Packed In Wooden Boxes.

This illuminated sign will tell all who ride or walk both day and night that—"THE BEST CIGARS ARE PACKED IN WOODEN BOXES."

City by city, and sign by sign, this message is being broadcast, until the entire country will be covered.

The cost of the campaign, insignificant when compared to the benefits that will be gained, are being borne by a group of far visioned manufacturers, for the benefit of the entire industry.

After all nothing satisfies like a good cigar

MANUEL

10 cents and up

A BULWARK of BUSINESS

—because it holds customers

Manuel will make a definite business for you

YOU want to sell a cigar that does three things: *First*, looks good; *Second*, tastes right; *Third*, satisfies. In Manuel, we make just that kind of Cigar.

Manuel is building business for dealers everywhere. Always popular, its fine quality and perfect condition are increasing Manuel Sales by large percentages every month.

What Manuel is doing for other dealers, it will do for you.

A CIGAR OF RARE EXCELLENCE

MANUEL CIGARS

ALLEN R. CRESSMAN'S SONS *Cigar Manufacturers* Philadelphia

WAITT & BOND

Blackstone CIGAR

Havana

Filler

Absolutely!

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Get the Utmost in Advertising Values

at practically no expense by using the

WOODEN CIGAR BOX

for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

Mild!

After all nothing satisfies like a good cigar

The new LA TOSELLA BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOBROW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX
LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 44 APRIL 15, 1924 No. 8

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

Now 12¢

Just two things have made it possible for us to give this 20% reduction on Tuxedo:

1. **A reduction in the cost of Kentucky Burley tobacco and in package materials, as well.**
2. **The consolidation of three of our big plants into one. (Mr. Ford may not be in the tobacco business but he is right about consolidation.)**

This gives us a chance to pass an advantage along to all our friends; to share a good thing.

You know that it is the desire and policy of The American Tobacco Co. to extend to its customers the maximum of service.

Reducing the price of a great favorite like Tuxedo—the moment it's possible—is our idea of delivering this service.

So now your customers are getting the familiar tin of Tuxedo tobacco at 12 cents instead of 15 cents.

Guaranteed by
The American Tobacco Co.
INCORPORATED

20% PRICE REDUCTION

made good

You may sell a man a cigar ONCE because it's advertised. But he buys that cigar the SECOND TIME only if it has delivered all that was claimed for it. And right there is where it pays to push La Palina—the cigar that always has *made good* on every promise.

CONGRESS CIGAR COMPANY, Philadelphia

LA PALINA

CIGAR

IT'S JAVA WRAPPED

The Far-Visioned Cigar Manufacturer

Protects Present and Future Sales

By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

Model B-1 illustrated above.

PACK CIGARS RIGHT

and get a uniform pressed shape to each cigar in every box. No broken wrappers. Impossible to overpress pack.

FOUR MODELS TO CHOOSE FROM

Model "A" without top lever, for 50 cigars - $ 5.00
Model "B-1" with top lever, for 50 cigars - 10.00
Model "B-2" with top lever, for 100 cigars - 12.50
Model "C" with top lever, for bundles of 100 - 16.00

All packers are adjustable to any standard size box.

Pulte-Korreck Machine Co.

GRAND RAPIDS, - - - MICHIGAN

Time to face the Facts—

FACT No. 1.—"All American types taken at very high prices"—from an Amsterdam cable.

FACT No. 2.—Porto Rican tobacco consumption is increasing constantly.

FACT No. 3.—Domestic cigar consumption is not increasing.

FACT No. 4.—Production costs are rising.

FACT No. 5.—Cigars cannot stand any increased cost burden.

FACT No. 6.—You can make good cigars at less cost by using Porto Rican tobacco.

The White Stamps say it's PORTO RICAN

The rising tide of approval—

In 1921—15,330,000 lbs.
In 1922—25,883,000 lbs.

It's Good because it's PORTO RICAN

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY

136 Water Street New York — *J. F. Vazquez Agent* — Telephone John 1379

Send for free copy "Tobacco Trade Notes"

Volume 44

THE TOBACCO WORLD

Number 8

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, APRIL 15, 1924 — Foreign $3.50

EDITORIAL COMMENT

MORRIS J. LEVI, who is widely known in the tobacco industry, has recently written a highly interesting letter to Secretary Dushkind, of the Tobacco Merchants Association, on the subject of the decreased consumption of cigars. Because of the importance to the entire industry of this communication we are giving it prominence on our editorial page.

It is hard to believe that the many firms in the cigar industry who believe in individual advertising can much longer withhold their offers of financial support to a general campaign to aid in the creation of new smokers and increased cigar consumption.

The problem of raising $1,000,000 for such a campaign, however, is one that does not afford easy solution in the matter of securing the actual cash. There is no great difficulty in making the plans to get it, and there are any number of plans—but to get the money in negotiable funds is not so easy.

We are fortunate in holding membership in an organization that collects $2 per year from each of its 500,000 members for the maintenance of a certain charity, and the $1,000,000 is always collected easily and quickly each year.

Several years ago Government figures showed that there were upwards of 550,000 retail outlets selling more than $200 worth of tobacco products annually. Even at $1 per year this source could contribute on such a basis, at least half of the sum asked for.

It seems to us, however, that a start ought to be made, and after a reasonable length of time proceed with a campaign with such funds as have been contributed. As the advertising program proceeds it will be found that the contributions will grow and the number of contributors will increase.

Such a campaign ought to cover not less than three years and it will be more satisfactory if it runs at least five years. In almost every industry there are examples of associated advertising that have accomplished very satisfactory results. In many cases these campaigns were begun with very modest funds but have grown from year to year.

Set $1,000,000 for the goal, but start something with $100,000.

Mr. Levi's letter is as follows:

April 5, 1924.

Mr. Charles Dushkind,
Managing Director, Tobacco Merchants Association of the U. S.,
5 Beekman Street, New York City.

Dear Mr. Dushkind:

When the Tobacco Merchants Association was organized, there came into existence an agency for useful purposes and at this moment the cigar industry has a problem to work out that makes a call for heroic action and the leadership of the best talent, and of which there is an abundance in your membership.

This problem is that of the *decreased* Consumption of *Cigars* in the United States.

I propose to take the short cut and sail right into the subject.

Firstly and briefly to dispose of the statements appearing frequently, that with an increase of population in the past twenty years of 30 per cent., that Cigar Consumption has stood still, or in other words, production and consumption is no more in 1923 than in 1903. This statement is not sufficiently correct and by no means lends itself to the emphasis required to really bring home in a broad and expressive manner the actual condition.

Since our population has increased from 80 millions to 110 millions, and we are still producing the same 7 billion cigars annually, Cigar Consumption has actually *decreased* 27 per cent.

This is a starting point that is plain and cannot be ignored.

Now—Why, should such a condition exist in an industry centuries old?

There are numerous reasons of which I am going to point out only a few.

An outstanding reason is that the industry has not gone after the business with concerted action—too many hit or miss methods are employed.

(*Continued on Page 9*)

PHILADELPHIA.

H. STEWART MOORHEAD DEAD

H. Stewart Moorhead, prominent in the cigar and tobacco industry for more than forty years, died on April 15th at his home in the Lenox Apartments in this city. He had been ill only a few days. He was about seventy years old.

Mr. Moorhead was the head of the cigar jobbing house of Duncan & Moorhead Company, located at 622 Chestnut Street. He was a member of the Union League.

GUMPERT BROTHERS SUFFER FIRE LOSS

The offices of Gumpert Brothers, at 207 Market Street, this city, were gutted by fire on Friday night last. Aside from the property damage from fire and smoke the chief loss was in labels and bands. Office records were also destroyed. The origin of the fire has not been determined. No estimate of the loss has been arrived at.

Gumpert Brothers have a wide distribution on "Philadelphia Club" in this city, and it is a popular seller in many other sections of the country. Since their factory is located in Tampa, Fla., there will be no interruption to their business. Temporary offices are on the first floor at 207 Market Street, Philadelphia, in the same building as their regular offices.

STUDWELL NOW MANAGER FOR "LA PALINA" IN NEW YORK

Irvin Studwell, formerly manager of the Park & Tilford Cigar Department, has accepted the position as manager of the New York branch office of the Congress Cigar Company. Mr. Studwell has had wide experience in the cigar field and has had seven years with the Park & Tilford Company.

F. P. Hollingshead, who has been with the Otto Eisenlohr & Brothers, Incorporated, for the past twenty-eight years has also joined the "La Palina" forces in the capacity of retail sales manager. He served in a similar capacity on the Eisenlohr forces for the past seventeen years.

DELPHIA PUTTING OUT FIVE-CENT CIGAR

The Delphia Cigar Company, of Bank Street, has placed a five-cent size cigar on the market, and this newcomer is taking on well. The new cigar is known as "Teds."

GALLAGHER WITHDRAWS FROM CRESSMAN'S

An announcement that came as a surprise to many members of the trade was that Joseph F. Gallagher, vice-president of the Allen R. Cressman's Sons Company, had withdrawn from the company. No announcement has been made as to his future plans.

Another important event in the Cressman Company was the celebration of the birthday of the president, B. Frank Cressman. Mr. Frank Cressman has been associated with the company for over forty years.

Jake and Henry Mazer, of Detroit, were visitors at the offices of the Cressman Company last week.

ALBERTY NEW PACIFIC COAST MANAGER FOR "LA PALINA"

Paul F. Alberty, who has been doing promotion work for the "La Palina" cigar for the past two years, has been appointed sales manager for the Pacific Coast. His territory includes the States of Washington, Oregon, California, Idaho, Nevada, Utah and Arizona.

Mr. Alberty has had wide experience in the cigar field, having been associated with the American Cigar Company, Rosenthal Brothers and Dusel, Goodloe & Company. Mr. Alberty's headquarters will be in San Francisco in the future.

SCHULTE BUYS PEERMONT STAND

The last stand of the Peermont Cigar Company, at Fifteenth and Market Streets, just opposite to the Broad Street Station, has been purchased by the Schulte Company and is now being operated under their management.

SAM BAYUK RETURNS

Sam Bayuk of Bayuk Cigars, Incorporated, has returned from abroad where he attended the Sumatra inscriptions at Amsterdam. Mr. Bayuk secured a goodly supply of Sumatra tobacco for his firm.

Jose Alvarez, cigar manufacturer of South Second Street, made another of his periodical visits to the Water Street leaf market last week. Mr. Alvarez is the manufacturer of the "Du Barry" cigar.

L. A. Kramer and Harry Bayuk, of Bayuk Cigars, Incorporated, made a trip to Hartford, Conn., last week. They were accompanied by I. J. Jacoby, of Meyer & Mendelsohn.

A. L. VICE-PRESIDENT STATES VIEWS AND DECISION REGARDING FOREIGN LABELS AND BANDS

We are glad to publish herewith a letter from C. A. Speakman, vice-president of the American Lithographic Company, relative to the recent decision of the United States Board of General Appraisers relative to the marking of the country of origin on cigar bands and labels. We believe the following will prove of interest to many members of the cigar manufacturing industry, as well as others:

Considerable publicity has already been given to the decision rendered by the United States Board of General Appraisers in the matter of marking the country of Origin on cigar bands and labels. As there appears to be some uncertainty regarding the law on this subject, we are setting forth the essential provisions of the Tariff Act of 1922 covering this particular situation and will greatly appreciate it if you will publish this letter in the next issue of your valued paper.

Section 304 (a) of the Tariff Act of 1922 reads as follows:

> "That every article imported into the United States, which is capable of being marked, stamped, branded, or labeled, without injury, at the time of its manufacture or production, shall be marked, stamped, branded, or labeled, in legible English words, in a conspicuous place that shall not be covered or obscured by any subsequent attachments or arrangements, so as to indicate the country of origin."

The above language is plain, the only question being whether cigar labels and bands can be marked without injury. Canada has a marking law similar to the United States law above quoted. Canada enforces this law and every cigar band or label printed in the United States that is exported to Canada has to bear in plain lettering the words "Printed in U. S. A." or words of a similar meaning. That cigar bands and labels can be plainly marked, without injury, is therefore not a matter of theory but is a matter of almost daily practice.

Section 516 of the Tariff Act of 1922 provides that a domestic manufacturer may file with the Secretary of the Treasury a protest against the Collector of Customs' action in admitting to entry goods that, in the opinion of the American manufacturer, are improperly classified or appraised. Acting under the provision of Section 516, a protest was filed in reference to certain importations of cigar labels and bands on or about October 17, 1923. The merits of the case were argued before the United States Board of General Appraisers on February 19, and a decision handed down on March 22, which decision became effective immediately, that cigar bands and labels can be marked without injury, and shall be so marked in compliance with the plain provisions of the Tariff Act of 1922.

This entire question is one of whether or not our laws are to be observed, and whether the provisions of the Act are to be complied with.

This marking provision in Section 304 (a) applies to articles of all kinds manufactured in foreign countries and imported for use in the United States; it does not apply exclusively to printed and lithographed matter. Importers of other classes of merchandise comply with this marking provision of the Tariff Act,

(*Continued on Page 21*)

EDITORIAL COMMENT

(*Continued from Page 7*)

Advertising that is done in the numerous ways that money is spent for under this guise, is not advertising at all. It lacks the punch and misses the human appeal, hence its value is negligible and desired result rarely attained.

We are producing at least one million new smokers annually who should consume no less than one billion cigars each year (that is only three each a day). How many manufacturers ever stop to think if they are doing anything to make *cigar* smokers of this new crop of tobacco users each year.

It is true that a few cigar manufacturers are using very good individual slogans in their advertisements, but these ads are largely confined to our Trade Press, and, therefore, are not read by the millions of tobacco users throughout the country.

One of our very largest cigar manufacturing companies has started to inject some real cigar smoking propaganda into their ads. This is fine, and the reason this company is so large is because its directing geniuses have vision, can see ahead and do things.

The slogan adopted by the trade, "That nothing satisfies like a good Cigar" is excellent, but it does not go far enough—its use and publicity is limited within the trade, and is now appearing on some boards and in some newspaper ads, but with insufficient space given it.

This slogan should be made as prominent a part of an "Ad" as the brand advertised, and then the advertiser will be serving a useful purpose.

National advertising is done by only a few of the manufacturers, who may profit thereby as individuals, but the industry as a whole is not benefited and my purpose in addressing you, and the trade and all its allied industries through you, is for the purpose of devising some proper method of creating increased Cigar Consumption.

A chart on this subject prepared by Miller, DuBrul & Peters Manufacturing Company of Cincinnati, and shown at the recent Tobacco Show in New York, was very illuminating, and is, no doubt, responsible for having started much thought and discussion among numerous people who saw it.

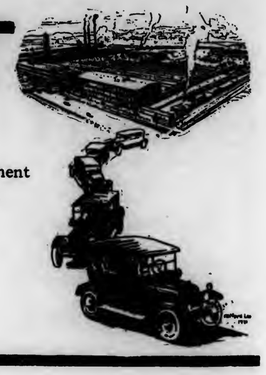
A grave trouble in the cigar industry is that the vast majority of manufacturers, and I will be perfectly frank, have become well nigh panic stricken over the existing condition of decreased consumption of cigars, and thereby seem to lose command of their thinking powers, and while *they are* in this frame of mind, the well-organized concerns, called the Big Fellows, are serenely going ahead in a constructive manner to further their business.

To bring about the improved condition so much wished for and which is just as possible and practical to accomplish as we know that night follows day, there must be co-operation by each and every member of the industry. The work and effort must be *All for One and One for All.*

The manufacturer making 5000 cigars a week, must be just as much interested as is the manufacturer who produces a million cigars a day. It is usually the small man who hangs his head and in despair says, "Well, what's the use." There is lots of "use" and I want to be very emphatic in my statement that there is lots of "Use," because of the 12,000 or so

(*Continued on Page 13*)

DETROIT



Retail Business Holding Up Well in Spite of Inclement Weather—Price Cutting Continues on Cigarettes—Sam Gilbert Sails for Europe—Active Campaign on for "Lucky Strikes"—"Cinco" Going Good

Detroit, Mich., April 10, 1924.

BUSINESS with Detroit retailers continues to hold up very good in face of the inclement weather and Lenten season. The majority of dealers are optimistic, looking forward to a great business improvement with the arrival of spring weather.

Price cutting on cigarettes continues among the jobbers here, and there seems to be no relief in sight. Collections are reported to be very slow throughout the city and suburban towns.

Pipes and smokers' articles continue to be in popular favor here. All the leading retailers are showing attractive window displays of pipes to splendid advantage. Pipe smoking is showing a rapid increase in our city with the younger men, and high-grade smoking tobaccos are steadily increasing in sale.

B. Gottlieb, of the Reiss-Premier Pipe Company, manufacturers of pipes and smokers' articles, of New York, Chicago and San Francisco, was on the list of out-of-town visitors here this week.

Samuel T. Gilbert, president of the Webster Cigar Company, sailed for Europe on Wednesday, April 2d, on the steamship "Paris." Mr. Gilbert will remain abroad for several weeks, and will attend the Java inscription. Mr. Gilbert is a large user of Java tobacco, and will spend some time in looking over the crop of selected Java for "Webster" cigars.

A. L. Smith, representing the "Tareyton" cigarette department of the American Tobacco Company, spent several days last week at the company's headquarters in New York, conferring with the officials regarding the promotion work on "Herbert Tareyton" cigarettes in this territory. Mr. Smith has charge of the "Tareyton" department for the State of Michigan and has a crew of several able assistants who are promoting the sale of "Herbert Tareyton" cigarettes under his directions.

The sales staff of the American Tobacco Company in the Detroit territory is conducting a very active campaign on the sale of "Lucky Strike" cigarettes. To make a few new friends among the smoking public, one hundred "Lucky Strike" cigarettes, in vacuum tins, are sold for 45 cents. This represents a saving to the smoker of 30 cents per hundred, or forty cigarettes free to the smoker. During the week of this campaign the city has been covered with attractive posters, calling the attention of the public to this wonderful offer, "To Make a Few New Friends, We Pay the Government Tax of 30 Cents on Each Hundred 'Lucky Strike' Cigarettes."

"Cinco" cigars, manufactured by Otto Eisenlohr & Bros., Inc., Philadelphia, and distributed in the State of Michigan by Lee & Cady, of Detroit, enjoy a wide distribution throughout the Wolverine State. "Cinco" cigars are sold everywhere at two for 15 cents and are the product of a manufacturer established in 1850. For quality "Cinco" cigars have been the standard and stood the test for years, so "Stick to 'Cinco,' It's Safe" is the motto of many connoisseurs of good cigars.

R. L. Jones, State manager of the cigarette department of the Liggett & Myers Tobacco Company, reports a big increase in the sale of their brands in the Wolverine State. "Chesterfields" are reported to have a 60 per cent. increase during the past sixty days. All of their other brands are showing substantial gains also.

E. H. Briody, of Kraus & Company, Inc., manufacturers of "Say-So" and "In-B-Tween" cigars, called on the trade here last week. E. H. reports his brands as doing fine in all sections of the country.

R. E. Christie, vice-president of the American Cigar Company, paid us a visit last week. While here Mr. Christie made his headquarters at John T. Woodhouse & Company, Michigan distributors of "Chancellor," "Roi-Tan" and "Preferencia" cigars.

Jimmie Lyons has accepted a position with the Webster Cigar Company, and is doing specialty work in this city on the "Webster" cigar, with the sales force of Chas. F. Becker Company, local distributors.

D. F. McVey, of Stephano Brothers, manufacturers of "Rameses" cigarettes, has returned from a three-weeks trip through Ohio and Indiana, where he has been doing some fine work on this high-grade cigarette.

L. Benson Gore, representing Juan Ovarez Cigar Company, manufacturers of "Croix de Guerre," "Benson Gore," "Juan Ovarez" and "Lord Milford" cigars, called on the trade here last week. According to reports, he has had a very successful trip through the Middle West.

O. C. Schnieder, of the Havana department of the American Cigar Company, "Antonio and Cleopatra" cigars, was a visitor here last week.

Samuel Litz, of the William Bond Cigar Company,

(*Continued on Page 18*)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P

ALL RIGHTS RESERVED

LET'S sit us down, select a free drawer, take it easy, and retrospect awhile.

Some would call it loafing, others would style it demmed laziness, still others would say "He's killing time." They would all be wrong, for we would be introspecting and retrospecting. We would be deliberately thinking, getting in tune with the eternal verities instead of the hysterical rushing of these frenzied days. We would be taking our bearings, looking calmly over the tumultuous waves of life and business, charting our course, appraising the real value of the various harbors which beckon us to sail to them.

All this will discipline our judgment, and your most valuable business factor is your judgment. It should be developed, strengthened, perfected. And deliberate, leisurely, cheerful and happy thinking will develop it as naught else can.

In this rushing age we must rush also, but it is essential that we rush with a purpose, with an object, with wisdom, else we may rush into loss and failure, instead of gain and success.

Let me ask you to read, and talk, and question, and listen. And then sit down in the quiet, close your ears to the rustle and bustle of the day, and commune with your own soul, and with the soul of the business universe.

Think whether you are doing the right thing, or carrying the right lines of goods, or remaining where you are instead of moving, or developing yourself to win the good opinion of every customer. These and a hundred other things.

Such thoughts are worth their weight in gold, and every minute of them is precious. Franklin, one of the greatest doers this country ever produced, counselled this sort of contemplation—and he added: "He who pursues his work so continually that he never takes time to stop and sharpen his tools falls far short of accomplishing what he should."

One of our business universities gives its students a lesson on "How to Meet Competition." I have studied the lesson carefully, hoping to find something new, radical and highly effective, so my readers could gather in all the nearby trade and cause their competitors to wither away for want of business life blood.

The lesson is full of business gems, and they are helpful, but, after all, they are the same old story, which no one can get away from while he is in business. And this old story is always founded on the fundamentals that to hold your own, to grow, to meet competition, to keep up with the times, we must develop our business and develop ourselves.

Below I give this study greatly condensed.

Use the best methods, it says; and you get these by reading trade journals, talking to salesmen, visiting other stores and observing. Study the wants of your people carefully, and with all possible care buy goods to fill those wants.

Don't be a price-cutter, but have price-cut sales. For one week ONLY sell a certain article at a greatly reduced price, limiting the amount one person can buy. Advertise these sales, and you will both draw trade and impress your store on people's minds.

Advertise "as much as the business will stand." Make your window displays as effective as possible. They are the best advertisements you can utilize. Have an atmosphere in your store of cheerfulness, courtesy and welcome.

And there you are. There seems to be no short and royal road in business, and the thing to do seems to do the well-known things in the best possible way.

Beware of tips. That is, beware of them when they are whispered to you by some slick individual who will obligingly "let you in" on some stock or deal by which you will make a fortune in a few months by investing a hundred dollars on a "sure thing."

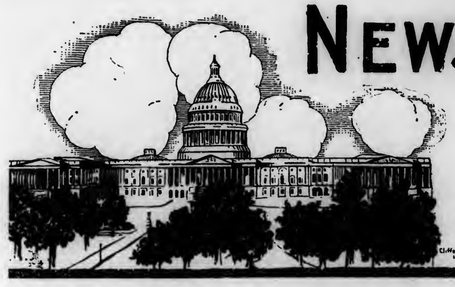
Watch for tips. Keep your eye peeled for them, your ears open, your brain alert. That is, business tips, such as you find in this department, in the pages of this journal, in the pages of other business journals, in the speeches of business men, in the talks of travelling salesmen and of sensible, sober, earnest men you meet.

Such tips should be nailed down and screwed fast in your memory—so securely that they are unforgetable. If you do this you will accumulate a lot of information which will be invaluable to you; which will point the way when you have decisions to make; which will save you from costly errors and help you mightily on the road to success.

But don't stop here. Absorb every tip you receive. Think on it. Ask yourself whether you cannot adopt it as it is, or modify it and then utilize it and set it working for you.

If you do this, take my word, you will be surprised, and mightily pleased. You will find a succession of little things you can do here, more there, and still more another place. You will find your brain receptive, alert, hungry. You will find your store in better shape, your goods better bought, better displayed, better sold. You will find your business growing. You will realize you are right up to the clock as a business man and that things are going well with you.

(*Continued on Page 24*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Federal Trade Commission to Continue Drive on Mis-branding

Washington, D. C.

THERE will be no let-up in the drive of the Federal Trade Commission against cigar manufacturers who use the word "Havana" in labeling or advertising their products when they are not actually made from Havana tobacco.

A formal complaint has been issued against the Edwin Cigar Company, Inc., New York, charging unfair methods of competition in the use of the word "Havana" in the sale of "Edwin's Royales Havana Filler," "Imperial Havana," "Lord Edwin Havana," "Havana Smokers" and other brands of cigars, it being alleged that the cigars are manufactured from tobacco grown elsewhere than on the island of Cuba, and from tobacco not generally known and recognized by the purchasing public as Havana tobacco.

Similar charges are made in a complaint issued against James B. Hall, Jr., New York, in the sale of "Hall's Fancy Tales Havana," "Hall's Resagos Havana," "Hall's Panetelas Havana" and other brands.

The complaints also charge that the respondents advertised that they had plantations in Cuba, when such was not the case, and that the ownership of such plantations and the method followed in selling cigars resulted in a saving of more than 50 per cent. to customers.

Interchangeable Mileage Book Hearings to Be Reopened June 4

Washington, D. C.—Hearings on the question of interchangeable mileage will be held by the Interstate Commerce Commission beginning June 4th.

Although the Commission, more than a year ago, made an exhaustive investigation of this subject, the action of the courts in setting aside its orders requiring the railroads to issue and accept interchangeable script coupon tickets will make it necessary, during the proposed hearings, to go all over the ground previously covered.

At the hearings in June proponents of interchangeable mileage are expected to present testimony intended to show that its use will not result in a loss to the railroads, as has been claimed by the carriers, but, rather, in additional revenue through the greater number of passengers who will travel as a result of the reduced rates made possible through the use of mileage, and who can be transported, it is claimed, without the use of additional equipment.

Investigating Committee Suggests Reduction in Special Taxes on Insurance Companies as Means to Save Money for Tobacco Industry

Washington, D. C.—Hundreds of thousands of dollars annually could be saved to individuals and firms in the tobacco industry through uniform State taxes on insurance companies, limited to the total necessary to operate State insurance departments, the purpose for which they were originally levied, it is declared in a report just made to the insurance department of the United States Chamber of Commerce by a special committee appointed to investigate the subject.

At present the forty-eight States have as many different methods of taxing the insurance business and tax it, often, under a dozen or more levies, the taxes, of course, being paid by the policyholders in the shape of higher premiums, the committee found. The investigation showed that more than $50,000,000 was collected in special insurance taxes by the States in 1922, in addition to the taxes paid by insurance companies in common with other lines of business, and that less than $2,500,000, or five per cent., was used for the conduct of the State insurance departments, the remaining 95 per cent. being utilized for roads, schools and other purposes not connected with the supervision of insurance.

The committee, in its report, expresses the belief that there should be a material reduction in the special taxes, and that insurance taxation should be put on a plane with the taxation upon other industries and limited to such a total in addition as will adequately support the State insurance departments, "any excess," it is pointed out, "being unjust in that it is levied on only a portion of the public."

Any reduction in taxation would be passed on to the policyholders, under the methods by which the insurance business is operated, in increased dividends on life insurance policies and lower rates for fire casualty and other forms of insurance. The companies would benefit by the reduction in accounting and other costs which would naturally result from uniform tax laws, while the States deprived of this income would have to turn to their taxpayers generally for the amount required, instead of collecting it solely from persons insuring their lives or their property, as at present.

The report is to be presented at the annual meeting of the United States Chamber of Commerce, to be held in Cleveland next month, where it will be one of the major subjects of discussion.

(Continued on Page 23)

Editorial Comment

(Continued from Page 9)

registered Cigar Manufacturers, over 11,000 factories are of the smaller and medium size, and which produce fully or nearly 55 per cent. of the annual cigar production. Therefore, whatever can be done to help the problem is of great importance to these 11,000 or more factories who produce 55 per cent. of the cigars smoked each year.

I have spent my entire business life in the cigar and tobacco industry, and, therefore, I am vitally interested in this subnormal condition of cigar smoking, and while I am going to offer a few suggestions that may be worthy of consideration, what I am really anxious to accomplish at this moment is to start real agitation on this subject and wake up that billion dollars worth of brains in the cigar industry.

An organization should be formed whose purposes are publicity, propaganda and development. This organization must not be of temporary character, but be permanent and constructed with that idea in view.

The steel industry of the United States has such an organization called the Iron and Steel Institute, and I know that there are men in the cigar and tobacco industry that can measure up to a Gary or a Schwab or a Grace.

There are many trades and industries in this country wherein capital investment is small as compared with the fortunes invested in the cigar industry, and these different industries have their organizations looking toward development, merchandising, etc., etc., and it is time that we also have our Cigar and Tobacco Institute headed and guided by some of our big men, in fact, this present condition positively demands it.

Publicity and plenty of it is required.

Leadership is, however, the main essential, and while I confess that it would be a calamity if there were not men in the cigar industry big enough to handle the job, then find the men who measure up to the requirements and the trade should pay them well for what is expected to be done.

The question arises as to the methods to be employed. Propaganda among the manufacturers all over the United States first. In reality there is an idea, a thought, to sell and until it is thoroughly sold 100 per cent. co-operation will be lacking. For this purpose leadership and direction of the highest order, free from personal motives or business benefits is very essential.

It appeals to me that while 100 per cent. of the manufacturers may not be sold, fully 95 per cent. will grasp the opportunity offered to better their condition so far as a possible chance of increasing their output is concerned.

After the necessary co-operation and support is assured, then a well-defined schedule of publicity should be worked out—incorporated therein a slogan that will be terse, catchy and appealing, particularly to the younger men.

This publicity should be used in the Trade Press, and in the very best magazines, weekly and monthly, such as *Saturday Evening Post, Collier's, Literary Digest, Country Gentleman, The American, The Cosmopolitan,* in fact, every magazine that is read by our male population. Billboards and bulletins should be used in every large city in the country. Daily and Sunday papers all over the country in cities from 500,000 population and up should be used.

Subway and elevated railroad and street car advertising should be made use of. If any pictorial advertising is done, use only young men as the subjects Smoking Cigars.

Now, of course, arises the question of adequately providing for the expense of this elaborate campaign of education, and which it resolves itself to.

The funds must come from cigar manufacturers, who should be taxed a certain amount per thousand cigars made by them. Maybe five cents per thousand would suffice and which amount could be borne by them for this, so to say, live-saving purpose.

Next to contribute are the cigar box manufacturers (who make about 120 million boxes annually) one-twentieth of a cent per box.

Then the lithographers should be taxed 20 cents per thousand on labels and one cent per thousand on bands, which would seem fair.

Then the cigar jobbers should be taxed, say three cents per thousand on all cigars sold by them.

Then the retailer should be taxed a flat three dollars as his contribution.

Now comes the contribution from the leaf tobacco interest from every growing State in the Union, from all packers and dealers everywhere. They should and must do their bit as it is to them, for better or for worse.

Since every one connected in the remotest way to the industry will share in the benefits expected, therefore, all should contribute, and I believe that the above is feasible and will produce considerably over $1,000,000 for the purpose.

In conclusion, I wish to call your attention that what I herein propose is along the lines employed in other industries, so far as method of reaching the public is concerned.

The Glove Industry, 65 Fifth Avenue, New York, using magazine advertising.

The Paint Industry, whose slogan is "Save the Surface" and with headquarters at the Bourse Building, Philadelphia, are using publicity of all kinds.

Now, let the Cigar Industry come to the front and work up consumption to eight billion for 1924 and one billion increase for 1925.

In order that the seed may be sown as quickly as possible, I am sending copies of this letter to the Editors of each of the following trade publications, and I feel assured that they will cheerfully co-operate with the Tobacco Merchants Association in every manner possible to further the interest of the Cigar Industry.

Copies to THE TOBACCO WORLD, *U. S. Tobacco Journal, Tobacco Leaf, Tobacco, Retail Tobacconist.*

Respectfully yours,

MORRIS J. LEVI.

MJL/BW

ARKANSAS LEGISLATURE PASSES CIGARETTE LAW

The legislature of the State of Arkansas has passed a law placing a tax of $2 per thousand on the resale of cigarettes in that State and a 10 per cent. tax on cigars, stating that they expected the Governor to veto the measure. However, the Governor signed the measure.

PRESIDENT COOLIDGE APPROVES SENDING COMMISSION TO LONDON TO REPRESENT THE CO-OPS

Washington, D. C., April 15.

Presidential approval has been given to the sending to London of a commission to represent the Co-operative Tobacco Associations of the United States and to endeavor to induce the officials of the Imperial Tobacco Company to assume a more friendly attitude toward them.

The commission consists of Judge Robert W. Bingham, of Kentucky, chairman; Hon. John W. Davis, of New York, and Hon. Oliver J. Sands, of Richmond, Va. They will carry with them letters from the President, Secretary of Commerce Hoover, and other high officials of the Government approving of these associations and of the mission proposed.

Congressman James F. Byrnes, of South Carolina, who has had the matter up with President Coolidge and Secretary Hoover, has received a copy of a letter from President Coolidge to Judge Bingham, approving of the sending of the commission to London. In addition he has been assured by Bascom Slemp, secretary to the President, that the State Department will be asked to furnish the commission credentials as it is the purpose of the latter to present to officials of foreign governments the interest of the United States in the development of co-operative marketing associations. The Tobacco Growers' Co-operative Marketing Associations of Virginia, the Carolinas, Kentucky and Tennessee will be represented by this commission.

The text of the President's letter to Judge Bingham is as follows:

April 8, 1924.

My dear Judge Bingham:

It has given me much satisfaction to learn that your Association is sending to Europe a Commission to represent its varied and highly important interests. I am assured that these co-operative tobacco marketing associations represent at least 250,000 tobacco growers, and that your Commission is going abroad in behalf of the export business in American tobacco with the purpose of establishing the most intimate and mutually helpful relations with the tobacco industries of Europe.

Having been for a long time profoundly impressed with the desirability of developing the co-operative marketing movement to its utmost possibilities in this country, I am especially pleased to know of the mission upon which you are going, together with Honorable John W. Davis and Mr. Oliver J. Sands. Your mission suggests the possibility of that larger co-operation, on an international basis, which is the aspiration of all who hope for a better organized, more productive and more efficient civilization in this world. Happily, nearly all of us have passed the time when we indulge suspicion that the profit of one country, through international trade, must somehow represent the loss of some other country. We recognize that the prosperity and advancement of every community are at last certain to be shared by the other communities with which it maintains relations. For this reason, your embassy must be regarded as not only a quest for business and profits, but also as an unselfish effort to co-ordinate in a mutually advantageous way the interests of our own country with other communities.

Feeling as I do profoundly assured that this is the true measure of such movements, I wish to extend assurance of my hope for the most satisfactory results, together with my belief that yours is one of the enterprises calculated to bring the world into a closer and better understanding neighborship, which will be the most effective guarantee of peace and of the widest expansion of civilization.

Most sincerely yours,

CALVIN COOLIDGE.

Hon. Robert W. Bingham, Chairman,
Commission Representing the Tobacco Growers Co-operative Marketing Associations of Virginia, the Carolinas, Kentucky and Tennessee,
Louisville, Kentucky.

LINZ.

NEW YORK LEAF BOARD HOLDS ANNUAL MEETING

The New York Leaf Tobacco Board held their annual meeting in the offices of Stern-Mendelsohn Company, Incorporated, on Tuesday, April 8th. The meeting was presided over by the president, Jerome Waller.

The sum of one thousand dollars was voted to the Color Committee of the National Cigar Leaf Tobacco Association to assist them in their splendid work of educating the smoker to choose his cigars by the taste instead of the color of the outside wrapper.

The convention also passed a resolution endorsing the New York Chamber of Commerce's attitude in opposing the Bonus Bill.

President Waller delivered a most interesting and educational address to the convention, bringing out many points of vital importance to the industry at the present time.

The following officers were elected for the ensuing year: Jerome Waller, president; Henry Oppenheimer, treasurer; M. Newberger, secretary. The following were elected trustees for the year: John H. Duys, H. Friend, I. M. Jacoby, P. R. Lowe, H. Oppenheimer, Benno Rosenwald, Jerome Waller, A. C. Weil, M. Newberger, M. Samuels, J. D. Palmer, Fred Frese, Howard S. Cullman, Jerome Kohlberg, Leo Leventritt.

FREEMAN URGES CIGAR SLOGAN BE MORE WIDELY USED

In a letter to Mr. Charles Dushkind, managing director of the Tobacco Merchants Association, E. M. Freeman, president of the National Board of Tobacco Salesmen's Associations, urges that the cigar slogan, "After All Nothing Satisfies Like a Good Cigar," should be more widely advertised.

The letter in part follows:

"It has, however, come to our minds ofttimes, as to what good the slogan, '*After All Nothing Satisfies Like a Good Cigar,*' does, when that slogan is just advertised in the trade publications. Of course, it does good there, but it does not reach *the man who smokes*—he does not see the tobacco publications.

"Therefore, we suggest that you as the mouthpiece of the tobacco industry, advertise promiscuously throughout the length and breadth of the United States, the slogan, '*After All Nothing Satisfies Like a Good Cigar.*'"

A PROPER SEND-OFF FOR GOOD CIGARS

Make a note of all the points you would insist on in a specification for the right kind of Cigar Container: then check the SPANISH CEDAR BOX against them.

The SPANISH CEDAR BOX meets every requirement:—

Form, compactness, strength;
Appearance, merchandising and display;
Preserving, shape retaining, conditioning, mellowing;
Weevil resistance, etc., etc.

SPANISH CEDAR improves Bouquet, and gives off a delicate agreeable Aroma which adds Zest to the enjoyment of Good Cigars.

After all nothing satisfies like a good cigar

especially from a SPANISH CEDAR BOX

The necessary Last Step in the production of "Cigars Good from Start to Finish".

RELIABLE FIRMS OF

YORK, PENNA.

"When you know your goods are right, stand firm behind them and push them along, let the world know about your product, advertise the fact and get the results."

H. G. BLASSER & CO.
PACKERS AND DEALERS
Leaf Tobacco
FANCY FLORIDA and GEORGIA WRAPPERS
Stripped and Booked Pennsylvania and Ohio Tobaccos
Samples and quotations cheerfully submitted

C. S. GABLE
CIGAR MANUFACTURER
Main Factory and Office, Queen and York Sts.
Branch Factories: Strinestown, Pa.; Jacobus, Pa.
Maker of "FORUM" Mild Havana Cigar, "DOUGLAS FAIRBANKS," "CERTIFIED CHECK" and "HAMILTON FISH"

Robert Schubert Co.
124 MAIDEN LANE, NEW YORK
SUMATRA and HAVANA
York Office, Queen and York Streets

C. H. Plitt Cigar Co.
MAKERS OF
"Casilda" Cigar," 10c and up
"20th Century," 8c "New Century," 8c
CIGARS OF QUALITY

SUMMARY OF CIGAR BUSINESS FOR MARCH

The summary of business conditions for the Third Federal Reserve District, as published by the Federal Reserve Bank in this District, for the month of March, 1924, is as follows:

The majority of cigar manufacturers report that demand is not quite as good as it was last month or in March, 1923, and is only fair. As a rule, March is a rather dull month for the industry, and this March is no exception; but all manufacturers expect better business at the beginning of spring. Practically all orders are for immediate shipment. Class C cigars are still the best sellers, and the A and B grades are in fair demand, but none of these selling as well as they were last year. Production has declined only slightly, and most factories are running at the same rate as in February. Operations vary from 50 per cent. to capacity, but the average for the district is from 75 to 80 per cent. Jobbers report that the demand is better than it was last month and about equal to that of March, 1923.

The output of large cigars in February, 1924, decreased 1.6 per cent., but that of cigarettes increased 5 per cent., as compared with the totals for February, 1923.

Cigar prices are firm and unchanged, and tobacco leaf prices are well maintained. Finished stocks at the factories vary from moderate to heavy and are increasing. Supplies of raw materials are moderate but are decreasing. No scarcity of either skilled or unskilled labor is noted, and wages remain unchanged. Collections range from fair to good and are the same as they were last month.

WATTLEY RECEIVER FOR NATIONAL DRUG

Ralph B. Wattley has been appointed receiver for the National Drug Company, following bankruptcy proceedings started in the Federal Court in Brooklyn. The company started a good-sized chain of drug stores in New York, and a portion of them were later taken over by the Liggett chain.

DIXON RESIGNS FROM AMERICAN TOBACCO COMPANY

James M. Dixon, former vice-president of the American Tobacco Company, has also resigned as a director of the company. No announcement has been made as to his future plans.

Staple Manila Cigars

Jobbers and Dealers Who Handle Staple Manila Brands Are Making Money.

There is a growing demand in the United States for mild, sweet, free-burning Manilas which sell at retail from 5 to 25 cents.

There are a lot of smokers who like Good Manilas.

There are Millions more who may be attracted to the right Manila Cigar at the right price.

ARE YOU WINNING YOUR SHARE OF THIS GROWING TRADE?

List of Manila Factories and Importers on application.

THE MANILA AD AGENCY

(C. A. BOND, Mgr.)

15 WILLIAM STREET - - NEW YORK CITY

Detroit News

(*Continued from Page 10*)

Detroit, Mich., manufacturers of the "El Salero" and "William Bond" cigars, reports production on these two brands to be progressing satisfactorily. Both of these cigars are enjoying a big sale in Chicago and the "El Salero" brand has a wide distribution in Detroit.

Harry Parr, Michigan, representative of the American Cigar Company, is on a two weeks' trip to the northern part of the State in the interest of "Chancellor" cigars. Harry has had a large quantity of attractive displays shipped ahead and no doubt the northern peninsula will be well decorated with "Chancellor" cigars.

W. M. Siers, of the National Cigar Company, York, Pa., manufacturers of "Beechnut," "Joe Reed" and "O'Henry" cigars, called on the trade here last week, and signed the TOBACCO WORLD register at Bert Johnson's.

C. P. Thorne, representing Joseph Berran & Company, New York, N. Y., makers of "Millionaire," "Grand Duchess" and "Prince of Monaco" cigars, gave the city the once-over last week and reported a very satisfactory business on his brands all along the route covered.

A. B. Adair, of the General Cigar Company, was on the list of visitors here last week who signed the TOBACCO WORLD register.

W. W. ("Doc") Rosebro, western representative of the Porto Rican-American Tobacco Company, and the New York-Tampa Cigar Company, called on his distributor here last week and made the rounds of the trade with "Mike" Stone, who is promoting the sale on "Portina" and "Personality" cigars in Detroit and vicinity. According to the report from "Doc," both of these brands are showing a fine increase in sales in every section of the country.

Tom Powell, of the Worden Grocery Company, Grand Rapids, Mich., was in Detroit last week for a few days. Tom reports the cigar business with his firm as being very good. He has just returned from a trip in the northern part of the State, where he reports the general business to be showing steady improvement.

Explosion of an ice-making machine in the drug store of F. M. Gibson, 14444 Grand River Avenue, last week caused damage estimated at $500. The force of the explosion wrecked the two large plate-glass windows.

R. A. Brewster, the business getter for Wilfred I. Booth, Chicago, Ill., manufacturer of "Booth" chocolates, reports he is having wonderful luck with his sweets in this market. I am told that our friend Brewster is mixing the "chocolate drops" with the bonbons. How about it, Brewster, who was that "high brown"?

N. J. Rice, of the "Little Cigar" department of the American Cigar Company, called on the trade here last week. N. J. says this short trip was a very successful one, both business and pleasure. He informed the writer that he thoroughly enjoyed the grand luncheon at the Statler Hotel, the compliments of "Doc" Watkins and "Bunny" Annis. He says he has never been hooked yet, but watch out, N. J., the boys are after you.

Philip M. Forrestall, of Waitt & Bond, Newark, N. J., manufacturers of the famous "Blackstone" cigars, has been with us for a few days. The "Blackstone" cigar is distributed on this market by the Chas. F. Becker Company. Jim Pace, factory representative for the State of Michigan, has moved his family here and Detroit will be his home in the future.

I. Rosenthal, of Rosenthal Brothers, manufacturers of "R-B" cigars, was here last week conferring with his distributor. "Mike" Meyers is doing missionary work in Detroit and throughout the State on this fast-selling brand.

"Jack" Murphy, manager of the San Telmo Distributing Company, reports wonderful progress on the distribution and sales of "Pastoria" cigars. The local newspapers are carrying attractive advertisements each day on this brand, and the dealers say they are having regular smokers each day who demand "Pastoria" cigars.

"El Verso" cigars (The Deisel-Wemmer Company) are being prominently advertised throughout Detroit via illuminated billboards on all the principal thoroughfares. The "El Verso" cigar is distributed in this section by Lee & Cady, Inc., and has enjoyed a very steady sale for a number of years on the Detroit market.

Irving Hahn, of R. Steinecke Company, New York, N. Y., manufacturers of "Aresco" and many other fast-selling and popular brands of exclusive cigars, has been rusticating in our midst for several days. Irving says business has been very good all along the line covered.

Jacob and Henry Mazer, of the Mazer-Cressman Cigar Manufacturing Company, Inc., manufacturers of "El Javana," "Humo," "Miss Detroit," "Dime Bank" and "Detroit Hand Made" cigars, have returned from a business trip to New York City.

Harvey Vreeland, western representative of Benson & Hedges, manufacturers of the famous "B. & H." cigarettes, was on the list of visitors here last week. Harvey reports his brands as increasing in sale in all sections of the country.

R. Hyslop, United States and Canadian agent for the London Pipe Company, London, England, was on the list of visitors here this week. Mr. Hyslop reports the pipe business to be exceedingly good in all sections of the country which he has recently covered.

Eddie Kline, of the Cortez Cigar Company, manufacturers of the famous clear Havana cigars of that name, called on the retail trade and leading clubs here last week. Eddie informs the writer that his brand is repeating very good in all sections of his territory.

"Monarch Bill" Thornton, of Marcero, Bump & Howell Company, has taken on a side line while writing up orders for "Dutch Masters" and "Swift" cigars. "Bill" has a real scheme, boys, just listen to this. It's stock and oil. Oil for the joints and stock for membership and admittance into the "Old Cigar Salesmen's Home." I am told an ideal location is being secured somewhere on St. Clair Flats, in the vicinity of George Meigs's lodge. It is proposed to have a get-together room or lobby, in which there will be a cigar case some fifty or sixty feet in length, so that all brands of the past years of two score and ten will be displayed to good advantage. The old boys are to rusticate in this room before a large log fire and relate the stories of bygone days, telling of the fine business and the many thousands of cigars sold on various days, and how their factories were working day and night to keep up production, to fill their orders. It's

(*Continued on Page 23*)

The 5c Cigar

You can make it at a Profit

The Advantages of the Model L
Short Filler Bunch Machine

1. Straight or shaped work, equally well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. It will work large size or mixed CUT scrap.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep: does not easily get out of order.
9. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper — a decided improvement over the gravity method of feeding.

Price $750 complete

f.o.b. Factory, Newark, N. J.

The solution lies in the use of labor saving machinery such as the Model L Universal Short Filler Bunch Machine.

For example: Manufacturers today are paying anywhere from $2.50 to $3.50 per thousand for bunch making, either straight hand work or using small hand devices. Figuring on this basis, the Model L Short Filler Bunching Machine will show up as follows:

	Cost per M
Present hand method - -	$2.50
Model L Machine method -	.90
Net saving - -	$1.60

This net saving represents the difference between turning out a 5c cigar profitably and breaking even or in many cases turning it out at a loss.

Model L Machines will produce from 450 to 500 *uniform* bunches per hour, either straight or shaped work, right or left hand bunches.

Universal Tobacco Machine Co.

116 West 32nd Street, New York

Factory: Newark, N. J.

After all nothing satisfies like a good cigar

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

"It takes a Muriel to match a Muriel"

Made by
P. LORILLARD COMPANY
Established in 1760

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.

WINDSOR PENNA.

After all nothing satisfies like a good cigar

GONZALEZ & MENDEZ, INC.

CLEAR HAVANA CIGARS EXCLUSIVELY
TAMPA, FLORIDA
EDW. WODISKA, General Representative

A SUCCESSFUL MERCHANTS' CREED

By A. G. Kenney

A dvertise regularly and intelligently, remembering that the only advertising worth while is truthful advertising.
B elieve in my ability to make good in a bigger way, and so conduct myself and my business that others will believe in me.
C ultivate those qualities indispensable to the man who would be a recognized leader in his field, locally and elsewhere.
D evote my energies and those of my employees to serving the people who patronize my business; this will attract others.
E volve better methods of carrying on my business; discard old and tried methods only when convinced they are out of date.
F ulfill without quibbling all promises made; promise only what can be performed honestly and efficiently.
G ather about me a staff of employees in hearty sympathy and accord with the policies to which I have pledged myself.
H esitate to censure those whose policies do not harmonize with my own; observe the Golden Rule.
I nvite the criticism of the public, assuring myself that such criticism cannot be other than favorable to me.
J oin trade associations whose objectives are mutual improvement; remember, "United we stand, divided we fall."
K eep accurately all records needed to enable me at any time to know whether I am playing a winning or losing game.
L earn what sells best in my territory and, what is equally important, learn the best methods of selling it.
M ake my status in my community more than that of a mere taxpayer; every worthy civic movement deserves my support.
N ote the progress of my competitors, but spend the major portion of my energy to making *them* watch *me*.
O verlook nothing which promotes my ability to serve well the customers who place their trust in me.
P repare for the "rainy day" that may come; to be economical is not to be miserly; remember the distinction.
Q ualify myself and my employees to manage capably the larger and better business enterprise we are building now.
R ectify promptly the errors that occur from time to time; one eminently successful man said, "The customer is always right."
S ubscribe to trade papers; remember they are in reality the least expensive employees working to help me and my business.
T reat my employees in such a manner that they will be constant builders of good will for my business and its proprietor.
U tilize the talents I possess and strive constantly to develop qualities which I do not now realize I possess.
V alue ultimate success and the respect of my fellowmen more than temporary achievement and momentary applause.
W age a winning fight; if I lose a good fight, remember that in reality I have won.

(Continued on Page 21)

SHORT FILLER BUNCHES GOOD ENOUGH TO PUT IN MOULDS AUTOMATICALLY—

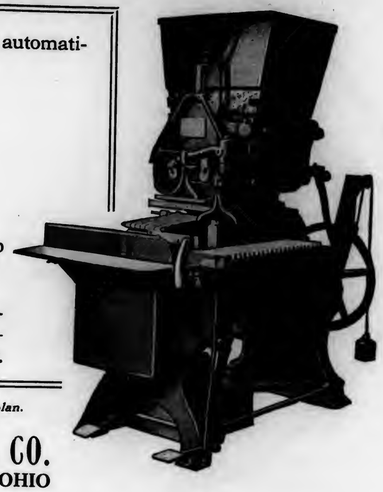
The mechanical operation of placing bunches in moulds automatically is not an unusual principle. But the

Quality Production

DUREX

Bunch Machine

is the ONLY ONE that utilizes this principle to speed up and increase production on short filler bunches.
Why?
Because the Durex produces bunches of a quality and uniformity that eliminates the necessity of hand selection—bunches GOOD ENOUGH to put in moulds automatically.



Write for descriptive booklet and information regarding our sales-service plan. A post card will bring it to you.

THE MILLER DuBRUL & PETERS MFG. CO.
NORWOOD CINCINNATI OHIO

A SUCCESSFUL MERCHANTS' CREED

(Continued from page 20)

X anthippe is remembered only because of her intolerable disposition; my temper shall always be under absolute control.
Y ield gracefully when certain that I am wrong; strive to make decisions that need not be altered later.
Z ealously undertake to safeguard the interests of my patrons, my employees and my business from year to year.

A. L. VICE-PRESIDENT STATES VIEWS AND DECISION REGARDING FOREIGN LABELS AND BANDS

(Continued from Page 20)

and the law should be observed by all without exception. We are compelled to comply with exactly the same provision on the goods that we manufacture for export to Canada, and certainly there is no reason why foreign manufacturers should not comply with the plain provision of the United States law.

We believe that the above explanation will clear up this matter in the minds of a number of interested people.

Yours very truly,
AMERICAN LITHOGRAPHIC COMPANY,
C. A. SPEAKMAN,
Vice-President.

Walter Saunders, of the Cortez Cigar Company, was in town on Monday, visiting the trade.

JUAN GALLARDO TO SUCCEED JUDGE BONNER AS TREASURER OF PORTO RICO

Juan G. Gallardo has been named treasurer of Porto Rico to fill the place made vacant by the death of the late Judge J. W. Bonner. Mr. Gallardo has filled the important posts of assistant chief of the Bureau of Accounts, and paymaster of the Treasury Department, which he held until 1919, when he became Commissioner of Finance of the municipality of San Juan. He later was appointed auditor for the San Juan branch of the Porto Rico Drug Company, one of the most important firms in Porto Rico.

On September 1, 1922, he was appointed Assistant Treasurer of Porto Rico, which position he held until his appointment to his new office several weeks ago. Since Judge Bonner's death, Mr. Gallardo has been Acting Treasurer of the Island.

The Tobacco Guarantee Agency in New York functions under the direction of Mr. Gallardo's office.

SCHULTE DECLARES DIVIDENDS

At a meeting of the board of directors of the Schulte Retail Stores three regular dividends of $2 each were declared on the common stock of the company. These dividends are payable on June 1st, September 1st and December 1st.

DAVE SULKIS VISITS PHILADELPHIA

Dave Sulkis, president of the Fleck Cigar Company, was in town Monday going over the local situation with their jobbers, the Victory Cigar Company.

It's a pleasure to smoke them!

CHANCELLOR
Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

PHILLIP MORRIS MOVES OFFICES

The offices of Phillip Morris & Company, Limited, have been moved from 72 Fifth Avenue to 44 West Eighteenth Street. This company is the manufacturer of "Phillip Morris" and "English Oval" cigarettes.

FRED HIRSCHHORN RETURNS

Fred Hirschhorn, of the General Cigar Company, has returned to New York after attending several of the Sumatra inscriptions at Amsterdam and securing a supply of fine Sumatra for his firm. The balance of the purchases for his company will be attended to by their Amsterdam representative.

WHELAN RETURNS

George J. Whelan, chairman of the board of directors of the Tobacco Products Corporation, returned to New York last week after an extended trip abroad. The fact that a meeting of the stockholders of the United Cigar Stores Company was scheduled to be held last week was viewed by some as the apparent reason for Mr. Whelan's return at this time.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations.

By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Gerald B Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owners { The Tobacco World Corp., 236 Chestnut St., Phila., Pa.
{ Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) GERALD B. HANKINS.

Sworn to and subscribed before me this 31st day of March, 1924.

CHARLES H. ALLEN,
Notary Public.

(Seal)
My commission expires March 10, 1927.

Proposal to Permit Advertisers to Pay Postage on Inquiries on Receipt is Disapproved

The House Post Office Committee has formally disapproved the proposal to permit advertisers to pay postage on reply cards and letters upon receipt. The plan originally was designed to effect a large saving to advertisers on return postage expense, by permitting large users of the mails to send their advertising matter with reply cards which the addressee could return to them without the prepayment of postage.

Under the law, all mail matter must be prepaid and many advertisers have adopted the plan of providing the necessary postage attached to their reply cards of return envelopes and contend that, so far as they are concerned, much of the money so spent is wasted. Postal officials, however, pointed out to the committee that to comply with the proposal to collect postage from the advertiser would put the Government to enormous additional expense and at the same time would be far more expensive to the prospective beneficiaries than the present prepayment system.

It was pointed out that it would not be long before some energetic advertiser would announce to his customers that all correspondence might be sent him "postage collect." This would cause his competitors to follow suit and the proposition would soon grow to unbelievable proportions. The eventual outcome would be that some advertisers who could ill afford it would find themselves facing a large bill for postage or, failing to avail themselves of the privilege to the fullest extent, find their competitors outstripping them in getting business.

News from Congress

(Continued from page 12)

Conference Suggested to Check Appalling Increase in Local and State Taxation

Washington, D. C.—The checking of increasing local and State taxation is sought by Senator McCormick of Illinois, a member of the Senate finance committee, who, in a letter to President Coolidge, has asked the latter to convoke a conference of governors and principal fiscal officers of the States "to consider the appalling increase in local and State taxation."

The Senator declares in his letter to the President that it is as important to the industry of the country, to the employment of its workers and to the prosperity of its farmers that local and State taxation should be checked as it is that Federal taxation should be reduced. He cites the increases in local taxes during the last decade, and urges the President to give the matter serious consideration.

Increase in Postage Rates Suggested to Meet Proposed Increase in Salaries

Washington, D. C.—Increases in the charges for all special services, for money orders and for short-haul parcel post matter, which would result in $43,000,000 additional revenue annually, are recommended to Congress by Postmaster General New, for consideration in connection with bills now pending, providing for increased compensation for postal employees and for higher parcel post rates.

The department is strongly opposed to the Paige bill, which would treble the postage rates for short-haul matter, and points out that this schedule would increase postage to points higher than competing express rates in many cases and lose to the department a large amount of the parcel post business.

The Postmaster General favors the proposition embodied in the Kelly bill, which would consolidate third and fourth-class matter, as this would eliminate the field of inconsistency in rates where those two classes now meet, but does not favor Congressman Kelly's provision for a fee of five cents on each parcel, to be charged in addition to the postage.

The legislation favored by the Post Office Department, as recommended by Mr. New, would increase parcel post rates on matter weighing between nine ounces and one pound, regardless of distance; on matter between one and seventy pounds for local delivery and the first, second and third zones; on matter between one and five pounds for the fifth and sixth zones, and on matter between one and four pounds for the seventh and eighth zones. The schedule of rates proposed by the department, however, would not increase postage to a point where express rates would offer any substantial competition.

The department also suggests increasing the present insurance fee of three cents on parcel post matter to five cents and the five-cent fee to seven cents. The 10- and 25-cent fees would remain unchanged. The charges for C. O. D. service would be increased; the 15-cent fee, which now covers the collection of amounts up to $50, would be made 12 cents and would cover collections only up to $10, while a fee of 15 cents would be charged for collections between $10 and $50, and the present fee of 25 cents continued for collections between $50 and $100.

The registration of mail matter would cost 12 cents instead of 10, as at present, and a charge of one cent would be made for return receipts requested by the sender. Special delivery service would cost 15 cents instead of 10 cents, and would cover articles weighing not more than ten pounds, and 20 cents would be charged for all articles weighing over ten pounds.

Money order rates would be entirely reconstructed, the new schedule being based upon that of the Southeastern Express Company. Money orders for not over $2.50 would cost five cents; between $2.50 and $5, seven cents; between $5 and $10, 10 cents; between $10 and $25, 12 cents; between $25 and $50, 15 cents; between $50 and $75, 18 cents, and between $75 and $100, 20 cents.

The department also recommends increases in second class rates as applied to advertising matter for delivery in the first, second, third and fourth zones.

Two New Sizes of Packings of Cigars May Be Approved

Washington, D. C.—Two more sizes of cigar packages will come on to the market if Congress adopts the amendment inserted in the revenue bill by the Senate finance committee during its consideration of that measure, which permits the packing of cigars in packages of three and seven, in addition to present-size packages.

This change was made, it was explained, in order to permit manufacturers of certain grades of cigars to offer 25-cent and $1 packages. It was the only change that has been made so far in the tobacco provisions of the revenue law, and it is doubtful whether any amendments will be adopted in those sections by the Senate when the bill comes up for consideration.

Although a large number of changes were made in the bill by the finance committee the measure, as reported to the Senate, does not do much of anything toward making up the deficit which it is claimed will result in the Treasury Department under the bill as passed by the House, which reduced the revenue to be collected by some $70,000,000 below the surplus which the Treasury Department estimated would accrue this year. The Senate amendments had the effect of adding more than $50,000,000 to the House bill, but, on the other hand, other changes took away some $48,000,000.

The bill will be brought up shortly after April 15, and efforts will be made to dispose of it without delay. It is possible, however, that consideration of the measure may be interrupted in order that the Senate may pass a bonus bill which, it is believed in some quarters, should come first in order that there might be a definite understanding as to the amount of revenue which would have to be raised to pay for it.

Detroit News

(Continued from Page 18)

going to be great, boys, so come on in while the coming is good. For further information regarding qualifications for membership, write to "Monarch Bill" Thornton. He has all the dope.

For an ideal SPRING TONIC, read the TOBACCO WORLD and keep posted on what's doing in the tobacco industry. Subscriptions are now being received to have the TOBACCO WORLD sent to your summer cottage; don't forget this matter; it's very important for summer happiness.

MIKE OF DETROIT.

PRINCE HAMLET
The Smoke of Peace
BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet
After all nothing satisfies like a good cigar

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY
If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.
If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1924 requirements.
First Class Cigar Boxes Guaranteed

Members of the industry are cordially invited when in Philadelphia to make the offices of
The Tobacco World
their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.
Telephone, Lombard 1768

Business Building

(*Continued from Page 11*)

We are prone, you know, to shed the advice of teachers, preachers, writers and talkers, as slick and easy as a duck sheds water.

We say, "Oh, they are following their trade." And forthwith we diligently forget all they said.

The following words are from a heavyweight business magazine. They are business, and if heeded they make a noise like money.

"In each man there are immense resources upon which he has made but slight calls. More good reading will help tap these reservoirs."

More good reading! That's what I've been suggesting and urging and advising and inciting and prompting for lo these many years.

Reading business journals, business books, business circulars, the brains of business men by asking questions.

You have "immense resources." Why not call on them? Why not develop them by reading? Why be content with a dinky little cigar store when you have it in you to build up an imposing trade emporium and pay a big income tax?

This is an era of wonderful opportunities. The climbing is now easy, and the Englishman wasn't far wrong when he said: "Every American ought to be rich or ought to be ashamed of himself."

It's better to be rich than ashamed. Don't you think so?

Repeal of Section 15a of Transportation Act Urged by Baltimore & Ohio President

Washington, D. C.—Repeal of Section 15a, the so-called guarantee provisions, of the Transportation Act would in no way benefit either the railroads or the public, according to Daniel Willard, president of the Baltimore & Ohio Railroad, testifying before the Senate interstate commerce committee. The railroads, since the passage of the Transportation Act, have never even approached the return which is declared by that legislation to be permissible, he said.

"The demand for the repeal of this section," declared Mr. Willard, "is urged on the mistaken ground that the law in its present form actually guarantees a definite return to the owners of the railroad properties, and that if Section 15a were repealed it would then be possible to procure from the railroads, in some manner not made clear, lower rates than are in effect today, regardless of the actual cost of performing such transportation. By no possible construction of the language can the claim be justified that the act in its present form contains a guarantee that the railroads as a whole or individually shall in any event receive a certain fixed return upon their properties devoted to transportation purposes.

"There are, no doubt, some people who have actually been led to believe that freight rates today are higher than they would be if it were not for Section 15a. Those people seemingly fail to recognize that the reason why railroad rates are higher today than they were in 1914, or before the war, is the same reason which accounts for higher prices in every other direction with comparatively few exceptions; in short, prices of materals, wages and costs of all kinds, including taxes." LINZ.

TO BOOST THE CIGAR BUSINESS, USE THIS EMBLEM

After all nothing satisfies like a good cigar

To the Cigar Trade:

A comparison of the appended list of concerns using the national cigar slogan, "After all nothing satisfies like a good cigar," and that of magazines and newspapers carrying advertisements bearing the slogan, with those previously issued, tells the story of the steady, continuous progress made in the campaign to popularize this slogan.

In fact, the slogan has come into such general use, not alone in magazine and newspaper advertisements, but on billboards, street car signs, cigar boxes, labels, tags, package inserts, delivery wagons, window displays, show cards, show-case maps, blotters, gummed stickers, letterheads, billheads, etc., that we feel the following, by way of caution, may not be amiss.

1. Don't paraphrase the slogan by tying it up with a product of a particular locality or any particular brand. "After all nothing satisfies like a good cigar" was adopted as a national cigar slogan to stimulate the cigar business in its entirety. Tied up with any particular brand or locality, it immediately loses its value as a national slogan and becomes an ordinary advertising phrase carrying with it the unmistakable earmarks of individual publicity.

2. Use the slogan only in connection with the standard design or identification mark so that a mere glance at the design will in time necessarily operate as a reminder of what it says without reading it.

We are carrying electrotypes of the slogan in stock in six different sizes, as per specimens reproduced on the enclosed sheet, so that anyone who has not as yet supplied themselves with electros of the slogan emblem can obtain them by merely dropping us a line.

And please bear in mind that there should be no let-up in this campaign. We must keep at it—using the slogan again and again on every possible occasion.

Many of the leading concerns in the industry have issued standing orders to use the slogan in its standard design on every piece of advertising matter which they send out.

The slogan has but one object—to increase cigar consumption. Why not use it on every possible occasion in its standard uniform design?

We would indeed appreciate being kept informed of whatever action you may take in spreading "After all nothing satisfies like a good cigar."

Respectfully yours,
CHAS. DUSHKIND,
Managing Director.

REVISED FIGURES OF PORTO RICO TOBACCO SHIPPED TO UNITED STATES

Revised figures from *Comercio*, Spanish-English monthly magazine of San Juan, Porto Rico, show that nearly 17,000,000 pounds of Porto Rican tobacco were shipped to the United States during the first six months of the fiscal year 1923-1924, starting July 1, 1923.

By months the shipments were as follows:

July	3,176,980 lbs.
August	2,942,724
September	3,660,442
October	2,989,881
November	2,149,414
December	1,791,216
Total	16,710,757 lbs.

The value of this tobacco, according to the same publication, was $9,228,651.

T. M. A. FILES COMPLAINT WITH I. C. C. DEMANDING CARLOAD RATE FOR CIGARS

Thirty-nine Railroad Companies Named as Respondents

Naming the thirty-nine principal railroads of the United States as respondents, the Tobacco Merchants Association has just filed a complaint with the Interstate Commerce Commission demanding the establishment of a second-class rating on carload shipments of cigars.

In its complaint, the T. M. A. alleges that the classification basis of first-class rating as now provided by the respondents on cigars moving between points in the United States in carload lots is unjust and unreasonable and unlawful in violation of Section 1 of the Act to Regulate Commerce to the extent that such basis exceeds the second-class rating between the same points, and petitions the I. C. C. for an order directing the defendants to desist from such violation and put in force just and reasonable rates for the transportation of cigars in carload lots.

This action on the part of the T. M. A. is the direct outgrowth of a resolution on the subject adopted at the Association's 1923 Washington Convention.

The Association promptly took the matter up with the Consolidated Classification Committee by docketing a petition asking for the granting of a carload rate on cigars. The Classification Committee subsequently granted a hearing of the petition, at which Mr. George C. Lucas, traffic manager of the T. M. A., in company with Mr. Figgatt, traffic manager of the American Cigar Company; Mr. Gouty, traffic manager of the General Cigar Company, and Mr. Walsh, assistant traffic manager of the P. Lorillard Company, appeared and urged the granting of a second-class rate on cigars. In addition to the oral arguments presented by the Association's representatives, communications were filed with the committee from the Deisel-Wemmer Company, Otto Eisenlohr & Brother, and others.

Although a favorable decision at the hands of the Classification Committee had been anticipated, it seems that on the objection of one or two of the carriers, the Consolidated Classification Committee on March 19th denied the Association's petition. Thus the T. M. A. has instituted this formal proceeding before the Interstate Commerce Commission for the establishment of the rating requested.

SALES TAX MEASURE MAY FOLLOW PASSING OF NEW REVENUE ACT

If, under the pending revenue revision act, there is a serious deficit occasioned the Government, it is possible that a sales tax may result, Senator Smoot, of Utah, chairman of the Senate Finance Committee, having issued a warning that he will propose such a measure as a vehicle to raise the revenue necessary to meet the deficit.

The Finance Committee has been informed by Secretary of the Treasury Mellon that the changes in existing law will cut too deeply into the finances of the Government, and in addition there must be considered the drain upon the income of the Government through the requirement of annual contributions to a sinking fund to take care of the soldier bonus; hence the Utah Senator's suggestion of a sales tax. LINZ.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

BRIGHT MASTERS:—43,744. For cigars. March 25, 1924. J. J. Stravinskas, Chicago, Ill.

LORD RENFREW:—43,745. For pipes and smokers' articles. March 28, 1924. Moss & Lowenhaupt Cigar Co., St. Louis, Mo.

WASHINGTON BOULEVARD:—43,748. For cigars, cigarettes and tobacco. April 3, 1924. Faber, Coe and Gregg, Inc., New York, N. Y.

DOLPHIN:—43,749. For pipes, cigar and cigarette tubes, smokers' articles and all parts thereof. April 3, 1924. Adolph Frankau & Co., Inc., New York, N. Y.

CHARLES A. MUNN:—43,750. For all tobacco products. April 5, 1924. American Litho. Co., New York N. Y.

LILA ORIENTA:—43,751. For all tobacco products. April 3, 1924. Ethel W. Shaw, Denver, Col.

ABE POTASH:—43,736. For all tobacco products. March 25, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

BARNEY BERNARD:—43,757. For all tobacco products. March 25, 1924. The Moehle Litho. Co., Inc., New York, N. Y.

HOSODUSTY:—43,741. For pouches of all descriptions, including oil skin and oil silk, and smokers' articles. March 27, 1924. Adolph Frankau & Co., Inc., New York, N. Y

PENN-HIGHWAY:—43,742. For cigars, cigarettes and tobacco. March 26, 1924. Red Lion Cigar Co., Red Lion, Pa.

ANNAHID:—43,743. For cigarettes. March 27, 1924. Medinsh Co., New York, N. Y.

TRANSFERS

APACHE TRAIL:—43,423 (Tobacco Merchants Association). For all tobacco products. Registered July 17, 1923, by the Gibson Cigar Co., Phoenix, Ariz. Transferred to R. G. Bauer, Phoenix, Ariz., February 23, 1924.

CASTLE DOME:—13,645 (Tobacco Leaf). For cigars. Registered June 16, 1897, by Jasper L. Rowe, Richmond, Va., and **20,964** (Tobacco Leaf). For cigars, cheroots, cigarettes, smoking fine cut and plug tobacco. Registered April 16, 1901, by Jasper L. Rowe, Richmond, Va. Through mesne transfers acquired by Henry Heymann's Sons, Florin, Pa., and re-transferred to the D. W. Cigar Co., Wilson, N. C., February 25, 1924.

PLAZA DE LOPEZ:—39,312 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered August 27, 1915, by D. F. Fleck, Reading, Pa. Transferred to the D. W. Cigar Co., Wilson, N. C., February 26, 1924.

TASTY-LEAF:—43,136 (Tobacco Merchants Association). For smoking and chewing tobacco. Registered March 26, 1923, by Jack Baer Tobacco Co., Cleveland, Ohio. Transferred to L. Lewin, Cleveland, Ohio.

BAER'S QUALITY CUTTINGS:—42,571 (Tobacco Merchants Association). For smoking and chewing tobacco. Registered April 24, 1922, by The Mendelsohn Co., Cleveland, Ohio. Transferred to Jack Baer, Cleveland, Ohio, and re-transferred to L. Lewin, Cleveland, Ohio.

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

CANDY AS A PROFIT PRODUCER

By V. L. Price, Director of Publicity, National Confectioners' Association

There is a reason why some candy sells and some candy doesn't sell. There is also a reason why some retailers sell more candy than other retailers. The whole success of candy merchandising depends upon what candy the retailer buys and how he offers it for sale after he buys it. Some people go into a retailer's store to buy candy—other people go into a retailer's store to buy something else and see candy displayed and buy it. Therefore, much candy is bought without intending to buy it. The trouble with most retailers is that they display candy with the idea in mind that no one buys candy except those who come into their store to get it. This is all wrong. The big chain stores and five-and-ten-cent stores have proven that displaying candy right is the most important thing in getting big candy sales. Next comes pricing the candy right and then furnishing the consumer candy that is pure and good to eat.

Put your candy where people will see it. Have a candy counter, of course, but display candy other places than in your candy counter. Remember that everybody likes candy and the only reason why more people don't buy more candy is because more retailers don't display candy in more places than they do.

Candy is something people mostly pay cash for—no tick on candy is a good rule. It keeps cash in the cash drawer instead of having some one owe you for it. There are plenty of things you have to extend credit on and it will pay to beep as many things on a cash basis as you can. Make candy one of these things.

Cheap candy can be made just as pure and just as good to eat as high-priced candy. The reason some candy is cheaper than others is because the material used in it does not cost as much as the material used in the high-priced candies. But in buying cheap candies look out who you buy them from. Always keep in mind that to build up a big business on candy that you have to have candy that your customers like to eat. The trouble with some cheap candies is that materials are put into them to cheapen their cost which spoil their eating quality—raw starch for example. Putting raw starch in candy is like putting it in powdered sugar—it kills the sweetenss.

Another reason why retailers should handle good candy is because children are better judges of candy than grown-ups. They like good-looking, well-flavored sweet candy, and often children influence the purchases of their parents because they buy lots of things for their parents and it will always be found that the store which handles the candy that children like will not only get the chidren's trade on candy, but also the other things the child buys for its parents.

Don't let a cent or so per pound on candy make you change your place of buying candy, if the candy you have been buying has pleased your customers. If some salesman comes along with better candy it may be all right for you to change, but keep always in mind that the way to build up a big candy business is to please your customers and to keep on pleasing them and to do this you must handle candy they like to eat.

The year 1924 is going to be a big candy year and you should get your share of it and we believe you will if you will follow the suggestion stated herein.

CIGAR BOXES
Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars
The WOODEN package is the retainer of AROMA from Factory to Consumer
The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO.

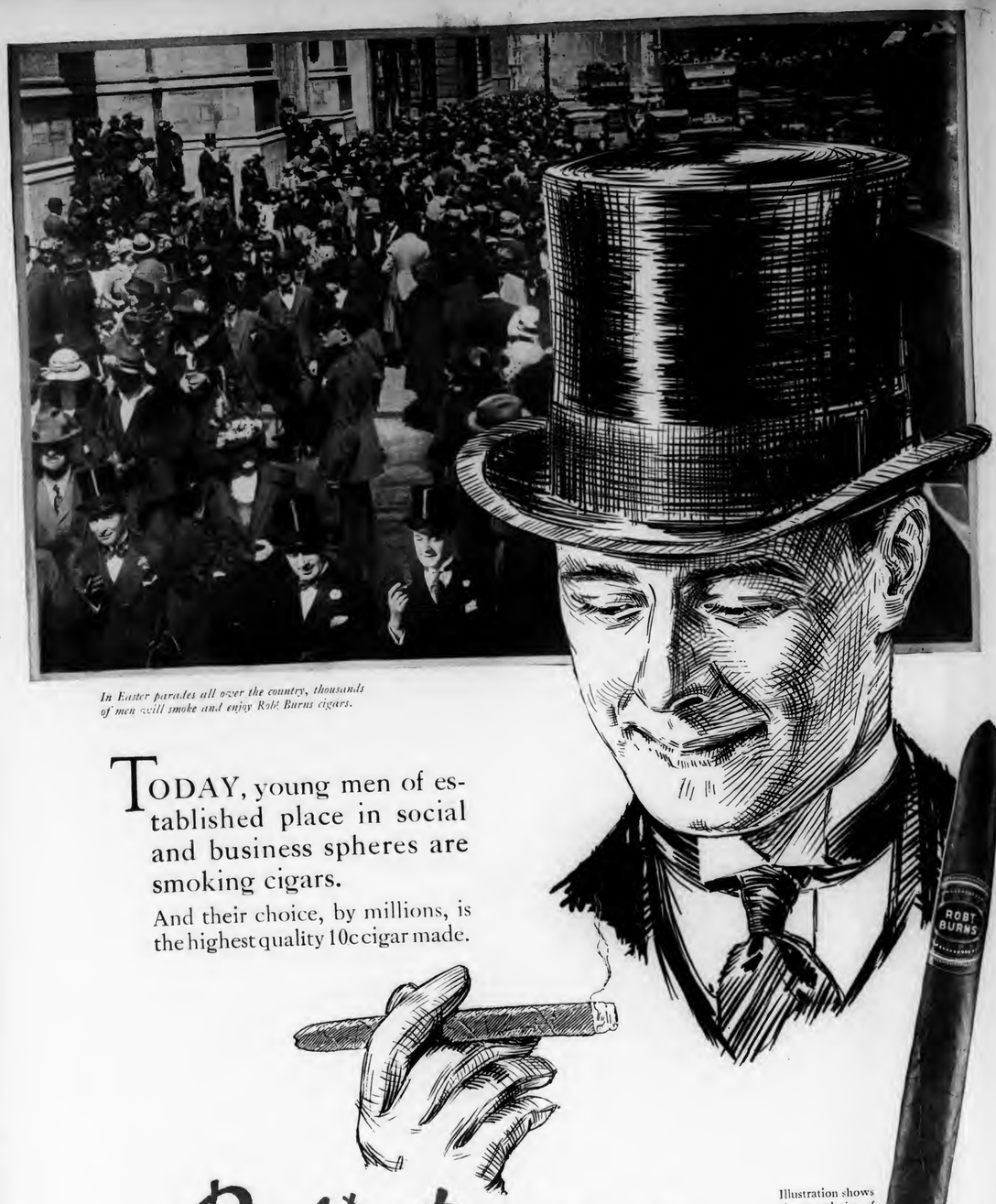
286.8
T56

MAY 1, 1924

LIBRARY
RECEIVED
MAY 5 1924
U.S. Department of Agriculture

VOLUME 44 No. 9

THE TOBACCO WORLD



In Easter parades all over the country, thousands of men will smoke and enjoy Robt Burns cigars.

TODAY, young men of established place in social and business spheres are smoking cigars.

And their choice, by millions, is the highest quality 10c cigar made.

Robt Burns

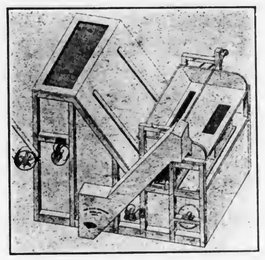
A General Cigar Co. National Brand

THREE popular sizes—the PANATELA at 10c straight, the PERFECTO at 2 for 25c, and the foil-wrapped INVINCIBLE at 15c. Uniform in high quality—the *filler* of every Robt Burns is *all Havana*.

Illustration shows the actual size of a Robt Burns 10c PANATELA.

After all nothing satisfies like a good cigar

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

At the Gateways to New York

Every smoker, as he looks out his day coach window, or lounges in his Pullman seat, on his trip to and from New York is sure to see and read these signs on both sides of the right of way of the principal railroads.

On the Pennsylvania R. R.
- at Kearny, N. J.
- at Market St., Philadelphia
- at Bristol
- at Dayleford

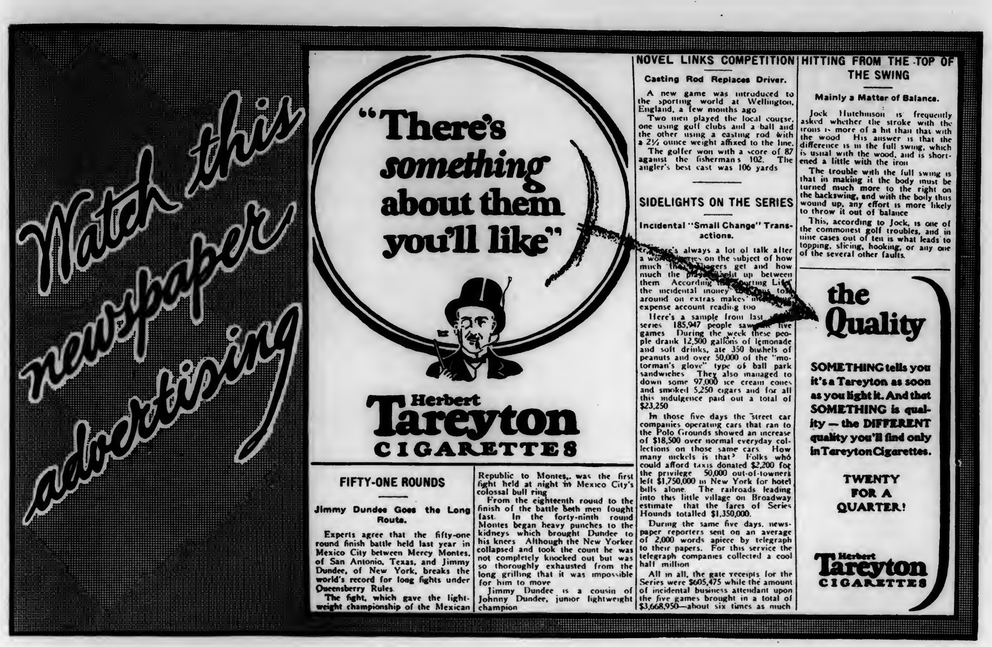
On the N. Y., N. H. & H.
- at New Rochelle

On the D. L. & W.
- at Kearny, N. J.

On the New York Central
- at Greystone, N. Y.
- at Croton on the Hudson
- at Park Ave. and 123rd St.
- at Park Ave. and 121st St.

After all nothing satisfies like a good cigar

"The Best Cigars are Packed in Wooden Boxes"


Watch this newspaper advertising
"There's something about them you'll like"
Herbert Tareyton CIGARETTES
the Quality
SOMETHING tells you it's a Tareyton as soon as you light it. And that SOMETHING is quality — the DIFFERENT quality you'll find only in Tareyton Cigarettes.
TWENTY FOR A QUARTER!
Herbert Tareyton CIGARETTES
NOVEL LINKS COMPETITION
Casting Rod Replaces Driver.
A new game was introduced to the sporting world at Wellington, England, a few months ago
Two men played the local course, one using golf clubs and a ball and the other using a casting rod with a 2½ ounce weight affixed to the line.
The golfer won with a score of 87 against the fisherman's 102. The angler's best cast was 106 yards
SIDELIGHTS ON THE SERIES
Incidental "Small Change" Transactions.
As always a lot of talk after a world series on the subject of how much the players get and how much the players split up between them. According to Sporting Life, the incidental money changing hands around on extras makes the baseball expense account reading too
Here's a sample from last series 185,947 people saw the five games. During the week these people drank 12,500 gallons of lemonade and soft drinks, ate 350 bushels of peanuts and over 50,000 of the "motorman's glove" type of ball park sandwiches. They also managed to down some 97,000 ice cream cones and smoked 5,250 cigars and for all this indulgence paid out a total of $23,250
In those five days the street car companies operating cars that ran to the Polo Grounds showed an increase of $18,500 over normal everyday collections on those same cars. How many nickels is that? Folks who could afford taxis donated $2,200 for the privilege. 50,000 out-of-towners left $1,750,000 in New York for hotel bills alone. The railroads leading into this little village on Broadway estimate that the fares of Series Hounds totalled $1,350,000.
During the same five days, newspaper reporters sent on an average of 2,000 words apiece by telegraph to their papers. For this service the telegraph companies collected a cool half million
All in all, the gate receipts for the Series were $605,475 while the amount of incidental business attendant upon the five games brought in a total of $3,668,950—about six times as much
FIFTY-ONE ROUNDS
Jimmy Dundee Goes the Long Route.
Experts agree that the fifty-one round finish battle held last year in Mexico City between Mercy Montes, of San Antonio, Texas, and Jimmy Dundee, of New York, breaks the world's record for long fights under Queensberry Rules.
The fight, which gave the lightweight championship of the Mexican Republic to Montes, was the first fight held at night in Mexico City's colossal bull ring
From the eighteenth round to the finish of the battle both men fought fast. In the forty-ninth round Montes began heavy punches to the kidneys which brought Dundee to his knees. Although the New Yorker collapsed and took the count he was not completely knocked out but was so thoroughly exhausted from the long grilling that it was impossible for him to move
Jimmy Dundee is a cousin of Johnny Dundee, junior lightweight champion
HITTING FROM THE TOP OF THE SWING
Mainly a Matter of Balance.
Jock Hutchinson is frequently asked whether the stroke with the irons is more of a hit than that with the wood. His answer is that the difference is in the full swing, which is usual with the wood, and is shortened a little with the iron
The trouble with the full swing is that in making it the body must be turned much more to the right on the backswing, and with the body thus wound up, any effort is more likely to throw it out of balance
This, according to Jock, is one of the commonest golf troubles, and in nine cases out of ten is what leads to topping, slicing, hooking, or any one of the several other faults.

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Mild! After all nothing satisfies like a good cigar
The new LA TOSELLA
BUDDIES—10c
Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!
Made by BOBROW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL
LA-TOSELLA

"HAVANA RIBBON"

(Ripe Domestic Filler—Imported Sumatra Wrapper)

"An Old Favorite"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166

ALSO MAKERS OF:

Philadelphia Hand Made
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—TEN BALES OF FLORIDA WRAPPERS, 14 to 18 inch. Light colors. A bargain. More than I can use. Edwards Cigar Co., Americus, Ga.

ONE HUNDRED CASES GOOD CLEAN SIFTINGS. Address John H. Baker Tobacco Co., Queen and York Streets, York, Pa.

WISCONSIN TOBACCO FOR SALE.—Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Co., Wis. L. G. Anderson, 2127 Iowa St., Chicago, Ill.

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 44 MAY 1, 1924 No. 9

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY

Now 12¢

Just two things have made it possible for us to give this 20% reduction on Tuxedo:

1. **A reduction in the cost of Kentucky Burley tobacco and in package materials, as well.**
2. **The consolidation of three of our big plants into one. (Mr. Ford may not be in the tobacco business but he is right about consolidation.)**

This gives us a chance to pass an advantage along to all our friends; to share a good thing.

You know that it is the desire and policy of The American Tobacco Co. to extend to its customers the maximum of service.

Reducing the price of a great favorite like Tuxedo—the moment it's possible—is our idea of delivering this service.

So now your customers are getting the familiar tin of Tuxedo tobacco at 12 cents instead of 15 cents.

Guaranteed by
The American Tobacco Co.
INCORPORATED

20% PRICE REDUCTION

THE
SYLVANIA

Philadelphia's newest and most beautifully furnished hotel has been equipped throughout by the house of John Wanamaker. The same principle in business which has made Wanamaker's so reliable will become the standard of service at the Sylvania.

J. C. Bonner the Managing Director has been for many years associated with the management of Ritz Hotels.

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

made good

One man told another about its DIFFERENT flavor. That's why La Palina *made good*. This effective "man to man" publicity is working for the retailer who PUSHES La Palina. Keep La Palina up in front. Watch the man who tries ONE come back for MORE.

CONGRESS CIGAR COMPANY, Philadelphia

LA PALINA
CIGAR
IT'S JAVA WRAPPED

Volume 44

THE TOBACCO WORLD

Established 1881

Number 9

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, MAY 1, 1924 Foreign $3.50

EDITORIAL COMMENT

JUST how seriously the cigar manufacturing industry is interested in co-operative advertising for the purpose of creating new cigar smokers and a greater consumption of cigars, will be determined by the replies which the Tobacco Merchants' Association receives from its circular letter to the trade on this subject.

There is no question of the success of co-operative advertising. The fact that groups of manufacturers in various industries are going more and more into co-operative advertising campaigns seems to argue for its success.

Unfortunately the cigar industry does not enjoy the close relationship among manufacturers that is to be found in other fields. There must be a co-operative spirit if there is to be successful co-operative advertising.

Funds are of course the most important, but the fact that a cigar manufacturer has made a contribution should not relieve him of all responsibility. After he has made his donation to the fund, he should put forth every effort to see that others help along the good work, both with financial aid and personal effort.

In every organization the burden always falls upon the backs of a few men able and willing to assume the responsibility. While the executive burden will fall on a few members of the industry, the financing of an advertising campaign must be borne by the entire industry and its suppliers.

We believe that a sum of more than $100,000 could be easily raised on a subscription plan of $1 a year from all retailers of cigars. The cigar leaf houses ought to make substantial donations, and undoubtedly the lithographers and container manufacturers will lend some support.

But after all the cigar manufacturers should show their hand and let the other branches of the industry know just what they are willing to do themselves in the way of financing the proposed campaign. The problem is one for the cigar manufacturer, first of all. The support from allied industries and suppliers will no doubt be governed by what the cigar manufacturing industry is willing to do.

The Wooden Cigar Box Boosters' Club is now entering its third year of co-operative advertising of wooden cigar boxes, and is financed by approximately seventy-five members of the industry. Their basis of contribution for the 1924 campaign is one-fourth of 1 per cent. of their gross sales in 1923. Of course it is purely voluntary and many of the cigar box manufacturers do not use this basis. There are a number who do not contribute at all. The burden is falling on a few of the more progressive members of the industry.

The cigar box manufacturers have a field of only about 200 members to solicit from, whereas the total field for solicitations for a co-operative cigar advertising campaign is probably 500,000 or more.

It is inconceivable that with so vast an army of prospects to draw upon that $500,000 or $600,000 cannot be raised for cigar propaganda the first year.

It occurs to us that a percentage of gross annual sales would be as good a basis for the cigar manufacturer as a tax of five or ten cents per thousand cigars. The margin of profit undoubtedly varies with the class of cigar, and it would hardly be fair for a class A manufacturer to tax himself the same amount per thousand as a class C and D manufacturer.

The Tobacco Merchants' Association now offers the entire industry an opportunity to express its sentiments in the matter. Now is the time for the cigar manufacturers to fly their true colors, with the realization that "money talks" and that it is the only kind of conversation that will definitely solve the problem of co-operative cigar advertising.

GEO. MAINARDY RESIGNS FROM AMERICAN TOBACCO COMPANY

Geo. E. Mainardy, for a number of years assistant advertising manager for the American Tobacco Company, has resigned his position. Mr. Mainardy has been associated with the American Tobacco Company for more than twenty-five years. His future plans have not been announced.

PHILADELPHIA.

NEW STORE AT S. W. CORNER SECOND AND CHESTNUT STREETS

A new cigar store will be opened at the southwest corner of Second and Chestnut Streets, in the building formerly occupied by Godfrey S. Mahn. It is expected the store will open for business about the 3d of May and will be under the management of Wm. Waschler, formerly of No. 827 Chestnut Street. A full line of candy, ice cream and sandwiches will also be carried.

BOY, 3, SWALLOWS SNUFF

Youngster Nearly Strangles After Finding Father's Tobacco Box

The three-year-old son of Mr. and Mrs. John Thomas, 958 North Forty-fifth Street, last Thursday found his father's tobacco box and took a pinch of snuff. He swallowed it.

A few moments later the child, almost strangling, was rushed to the West Philadelphia Homœopathic Hospital by his mother, where physicians attended him.

FINKELMAN BROTHERS TO AGAIN ENTER TOBACCO FIELD

Finkelman Brothers, who formerly conducted a cigar and sporting goods store at 226 Market Street, and who now occupy two stores on the corners of Fifth and Market Streets, devoted one exclusively to radio and the other to radio and sporting goods, have announced their intentions to again enter the cigar and tobacco game.

EISENLOHRS DECLARE QUARTERLY DIVIDEND

At a meeting of the directors of Otto Eisenlohr & Brothers, Incorporated, held on Wednesday, April 23, the regular quarterly dividend of $1.25 was declared. The news of the dividend ran the stock up from 35½ to 39½. It is taken as an indication of a healthy business condition.

SAM BAYUK NOT TO RETURN UNTIL LATE IN MAY

Contrary to a report published in our last issue that Mr. Sam Bayuk had returned from Europe, we learned at the offices of Bayuk Cigars, Incorporated, that Mr. Bayuk is not expected to return from abroad at least until the latter part of May.

Howard F. Pent, president of the Coraza Cigar Company, is making a trip through the Middle West in the interest of his brand, "Marshall Field."

H. STEWART MOORHEAD PASSES AWAY

H. Stewart Moorhead, of the firm of Duncan & Moorhead, cigar jobbers at 622 Chestnut Street, passed away at his home in the Lenox Apartments, this city, on Tuesday, April 15th. Funeral services were held on Thursday and were attended by many friends who are prominent in the tobacco industry.

Mr. Moorhead was in his seventy-first year and was active in his firm up until a few days before his death. His death was due to pneumonia.

He became identified with the tobacco industry more than forty years ago and was at one time connected with the Blackwell Tobacco Company, which concern he later acquired and together with Mr. Duncan formed the firm of Duncan & Moorhead.

He was a member of the Union League and the Episcopal Church of St. Luke and the Epiphany. He is survived by his widow, Anna M.

TREASURER OF EISENLOHR

Robert G. Cunningham, Secretary, Elected to Additional Office

Robert G. Cunningham yesterday was elected treasurer of Otto Eisenlohr & Brothers, Incorporated, cigar manufacturers. Mr. Cunningham has been associated with the company for more than fourteen years, and will continue to serve as secretary, an office he has held for some time.

Prior to electing Mr. Cunningham the directors declared the office of treasurer vacant.

GENERAL STRIKE ON IN HAVANA

Thirty thousand union workers, including 23,000 cigar and cigarette makers, were idle in Havana last week. They are supporting the striking dock workers.

Street car men and taxi and bus drivers have abandoned their posts and joined the strikers. Nails, tacks and broken glass on the streets made the driving of private automobiles hazardous.

No ice was delivered; no newspapers were published, except the three English language papers; the drivers of the brewery wagons quit, and few men were willing to deliver gasoline to the filling station, and both beer and gasoline went up in price.

The union leaders predicted that the garbage men and street cleaners would be out and that the railroad workers would refuse to handle freight before the end of the week.

TOBACCO MANUFACTURERS CHARGED WITH SELLING SLACK-FILLED PACKAGES

Washington, D. C.

Tobacco manufacturers were charged with selling slack-filled packages and an effort made to bring that form of misbranding within the scope of misbranding bills which are now under consideration in Congress, during the course of hearings before the House Committee on Interstate and Foreign Commerce.

Representative Rogers, of Massachusetts, author of a misbranding measure, appeared before the committee to explain his bill and, in the course of a discussion as to the various forms of misbranding which might be reached by legislation of this nature, referred to slack-filling in foodstuffs and tobacco.

"Three or four days ago," he told the committee, "I bought a box of tobacco which looked exactly the same as it has always looked. I have been buying it for many years, but I found that at the bottom of the box they had laid two or three slices of tobacco in such a way that it lifted up the main part of the contents. In other words, there was a very considerable air space beneath the major portion of the tobacco.

"In a way, that was a fraud upon the public, I think, because the box was of the old size formerly packed solid. Now, I was getting less tobacco than I had every reason to think I should get.

"Yet, how is that going to be reached? Suppose they put upon the box the net weight of the contents of the box? It might be that there are careful buyers who know exactly the amount of tobacco they have been getting for thirty-five cents in the past, but I suspect that very few of us would notice whether there had been a curtailment in the ounces of tobacco as compared with what there was five years ago."

LINZ.

COURT HOLDS ARKANSAS TAX LAW INVALID

April 30, 1924.

A wire advice from our Arkansas counsel states that the case brought to test the constitutionality of the act recently passed in Arkansas, imposing a tax of 10 per cent. on cigars and $2 per M. on cigarettes, having been argued before the court today, has been declared invalid.

The State, of course, has the right to appeal, but we are not advised as yet as to whether or not such appeal will be taken. However, should such appeal be taken, we have every reason to believe that it will likewise result in a decision declaring the statute unconstitutional.

TOBACCO MERCHANTS' ASSOCIATION OF THE U. S.

FEBRUARY SUMMARY OF BUSINESS

In the monthly supplement to *Commerce Reports* compiled by the United States Department of Commerce, the summary of the tobacco business for the month of February is as follows:

The consumption of cigars, cigarettes and tobacco as measured by February tax-paid withdrawals declined from the previous month, but, except for a decline in cigars, the February consumption was larger than a year ago. Exports of unmanufactured tobacco declined from January, but was 59 per cent. larger than a year ago. Sales of tobacco at loose-leaf warehouses declined in February, but were 37 per cent. larger than the sales in February, 1923.

T. M. A. TAKES FIRST DEFINITE STEP TOWARDS CO-OPERATIVE ADVERTISING TO PROMOTE CIGAR BUSINESS

After conferring with Mr. William Best, chairman of the Executive Committee of the T. M. A., Managing Director Charles Dushkind has issued a bulletin to the cigar trade, including cigar leaf concerns, lithographers, boxmakers and others, seeking to interest the trade in co-operative advertising to promote the cigar business.

Reciting briefly the various steps taken by the Cigar Committee appointed at the last Washington convention and its sub-committee in co-operation with eminent advertising experts in connection with the subject of inaugurating a co-operative advertising program, the T. M. A. points out that a co-operative advertising campaign, to be effective, must be carried on on an extensive and nation-wide scale and probably will require a minimum of several hundred thousand dollars a year for a period of several years. Stating that inasmuch as no trade association has the power or right to levy taxes or assessments upon the trade, it is suggested that cigar manufacturers tax themselves to the extent of five or ten cents for every thousand cigars sold, and that leaf dealers, boxmakers and lithographers likewise tax themselves in proper proportions in order to provide the necessary funds for a co-operative advertising campaign.

Mr. Dushkind said that this bulletin will be followed by other activities calculated to awaken the trade to the urgent need of co-operative advertising, and with a view to ascertaining the views of the trade for the guidance of the committee having this matter under consideration.

The following is the full text of the bulletin:

April 25, 1924.

To the Cigar Trade:

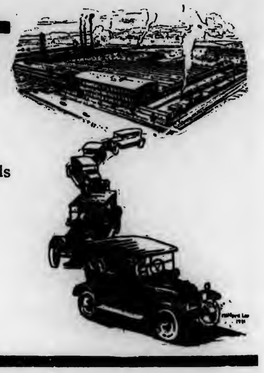
Many of the country's industries have for some years been carrying on *Co-operative Advertising* campaigns. Shall the cigar industry follow a similar course?

This question was discussed at considerable length at our last Washington Convention and the matter was finally referred to a Special Cigar Promotion Committee, for the general purpose of finding ways and means of increasing cigar consumption, consisting of

Henry G. Wemmer, Vice-President, The Deisel-Wemmer Co., Lima, O., Chairman.
Julius Lichtenstein, President, Consolidated Cigar Corporation, New York, N. Y.
George W. Van Slyke, President, G. W. Van Slyke & Horton, Albany, N. Y.
Ben R. Lichty, President, Otto Eisenlohr & Bros., Inc., Philadelphia, Pa.
Jacob Mazer, Secretary, Mazer Cigar Mfg. Co., Detroit, Mich.
Mortimer Regensburg, of E. Regensburg & Sons, New York, N. Y.
Malvin Haas, of Haas Bros., Cincinnati, O.
D. Emil Klein, President, D. Emil Klein Co., New York, N. Y.
George H. Hummel, Vice-President, P. Lorillard Co., New York, N. Y.
Samuel Bayuk, President, Bayuk Cigars, Inc., Philadelphia, Pa.
R. E. Christie, Vice-President, American Cigar Co., New York, N. Y.
Fred Hirschhorn, President, General Cigar Co., Inc., New York, N. Y.
Julius Klorfein, of Julius Klorfein, New York, N. Y.

(*Continued on Page 22*)

DETROIT



Detroit Business Fair to Good—San Telmo President Sails for Amsterdam—New Cigar Store in Lafayette Building—Capen Sells to Abe Manheim—Frank Eiseman Calls on Trade—J. B. Thatcher on Eastern Trip for American Box Supply

Detroit, Mich., May 1, 1924.

BUSINESS continues to improve with the coming of warm weather and there are various reports among the trade regarding business conditions. Some say it's fine, while others are complaining in the retail game. The jobbers report business as being good, with collections very poor, although there has been some improvement in this department during the past month. Local cigar factories are reported to be operating on full time and the majority of brands are enjoying a tremendous sale on the local market.

Detroit is coming into the limelight as a convention city and bids fair to become the center. During the year of 1923, one hundred thousand persons spent between $20,000,000 and $25,000,000 while attending conventions in the Motor City. Many conventions are booked for this year, and according to H. William Klare, president of the Detroit Convention & Tourist Bureau, many letters have been received from a dozen foreign countries, including China, asking for literature on Detroit.

Sigmond Haas, president of the San Telmo Cigar Manufacturing Company, manufacturers of "Pastora," "Joan of Arc," "Court Royal," "Robert Bacon" and "La Resta" cigars, sailed from New York last week for Holland to attend the inscription. Mr. Haas, expects to remain abroad for several months.

Bastendorf & Sainsbury have opened up an up-to-date cigar and tobacco store at 1012 Shelby Street, in the Lafayette Building. The partners of this firm are both young men, and have been in the cigar game for many years in the downtown district. They will feature all the leading local brands as well as many private labels. The trade extends to them their congratulations, wishing them good luck and success in their new undertaking.

Abe Manheim, who was associated with the old M. G. Soper Company, for many years, and recently catering to the box trade with offices in the Dime Bank Building, has purchased the cigar business of J. S. Capen in the Penobscot Building. Abe will conduct the two stands in the Penobscot Building and one in the Ford Building. All popular brands of domestic and imported cigars will be featured, as well as many private brands made in Tampa exclusively for Mr. Manheim.

Billy Burke, Michigan representative of the Melachrino Department of the American Tobacco Company, has returned from the company's headquarters in New York, where he attended a conference of salesmen on promotion work on the Melachrino brand.

Richard Paul, of Kaufman Brothers & Bondy, manufacturers of pipes and smokers' articles, called on the trade here last week. Mr. Paul is covering the territory for Arthur Hanauer, who is confined to his home in New York quite ill.

A safe belonging to the Detroit Drug Company store at 8788 Linwood Avenue, was taken away by thieves who broke into the store early one morning last week. Store officials estimated the safe contained about $500 when carted away. It was later found smashed and minus its cash.

"The only way to get something for nothing is to start a fight about it." Maybe you win, and maybe you don't, but just fight.

Jim MacDonald, of the Cigarette Department of P. Lorillard Company, Incorporated, and a product of dear old New England, has arrived in our midst. Jim is here for an indefinite stay to promote the sale of "Old Gold" cigarettes, which retail at 25 cents for twenty cigarettes, and which is a new brand on this market. We welcome Jim to dynamic Detroit and wish him much success with his new cigarette.

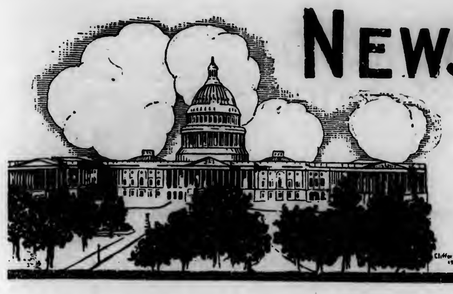
Gus Oser, of the Havana Department of the American Cigar Company, has been spending several weeks here, working with the sales force of John T. Woodhouse & Company, perfecting the distribution of "Antonio & Cleopatra" cigars. This high-grade brand is enjoying a very healthy sale on the Detroit market.

Dick Payton, of F. Garcia & Brothers, Tampa, Fla., called on the trade here last week. Our friend Dick says business is very good with him all along the route covered.

S. E. Fox, representing J. S. Pinkussohn Cigar Company, manufacturers of the famous "Potpourri" smoking tobacco, was on the list of visitors here last week. Mr. Fox reports this high-class tobacco to be increasing rapidly in sale all over the country.

Frank F. Eiseman, of the Eiseman Cigar Company, Philadelphia, Pa., manufacturers of "Men-de-Lion" cigars, the cigar that is rightly named, "The Smoke of a Nation," called on the trade here last week.

(Continued on Page 20)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Senate Adopts Tobacco Provisions of the New Revenue Law

Washington, D. C.

WITHOUT debate, on April 25, the Senate adopted the tobacco provisions of the revenue law, which continue the present taxes but add two new sizes of packages of cigars. The only difference from the House bill is in the number of packages which may be produced which, under the recommendations of the Senate Finance Committee, will be for 3, 5, 7, 10, 12, 13, 25, 50, 100, 200, 250 and 500 cigars.

Action on the tobacco provisions was obtained under a plan adopted whereby the Senate went over and adopted all rate provisions on which there was no controversy, leaving those on which there was a difference of opinion for consideration later.

The adoption by the Senate of the tobacco provisions makes it quite positive that there will be no changes in tobacco taxes under the new bill.

Proposed Bill Will Permit First Class Mail to Be Forwarded When Mailed Without Postage

First-class matter inadvertently mailed without the payment of postage is to be transmitted to destination and the postage thereon collected upon delivery, under the terms of a bill which has been passed by the Senate and now goes to the House for consideration.

This measure is one of a number dealing with reforms in the postal service which Congress is to be asked to adopt before the end of the session. At the present time, unpaid letters are returned to the sender for the payment of postage, which delays them from twelve to forty-eight hours. The delivery of such letters, in the same manner as short-paid mail is now handled, it was declared, would assist business men materially. It is likely that the Post Office Department will make regulations dealing with persons who deliberately mail quantities of letters without stamps affixed and expect the recipients to pay the postage.

Increased Appropriation for Foreign Department of Chamber of Commerce Adopted

Increased appropriations for the foreign service of the Department of Commerce have been provided by the Senate Appropriation Committee in the bill making appropriations for the department for the fiscal year beginning July 1 next. The House, which has already passed the bill, cut the department's appropriations to a figure far below the recommendations of the Budget Bureau and to a point where the continued activity of many divisions is endangered, Secretary Hoover told the Senate Comittee.

The bill, as reported to the Senate by the committee, provides an increase over the House bill of $50,000 in the fund for commercial attaches, which would enable the department to open additional offices in Bolivia, Venezuela, Uruguay and Switzerland, where they are urgently needed. An increase of $40,000 was made to permit the opening of offices in Bombay and Kobe, and $15,000 has been added to the fund for district office service in the United States.

The measure carries an appropriation of $625,000 for the commodity divisions of the Bureau of Foreign and Domestic Commerce, the number of which, Secretary Hoover told the committee, would be increased gradually as demand arises.

New Revenue Bill Will Probably Be Acted On Promptly.

The passage of the Bonus Bill leaves the way clear in the Senate for consideration of the revenue measure, and Senator Smoot, chairman of the Senate Finance Committee, will make every effort to have it pushed through without delay.

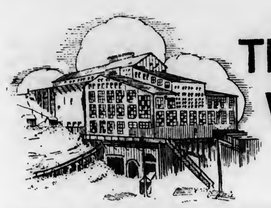
It is probable that some days will be occupied in general discussion of the subject, in order that a number of Senators may express their views upon taxation and, in the case of the Democrats, upon the administration in general. The rules of the Senate do not permit any choking off of debates, except by unanimous consent, and such an agreement would not be sought until the specific rate provisions of the bill came up for consideration.

If Congress is to adjourn by June 1, as has been planned, it will be necessary for the Senate to pass the revenue bill without too great delay, as after being adopted by the Senate, it must go to a conference committee for settlement of the differences between the two Houses, and must then be referred back to both House and Senate for approval before going to the President for signature.

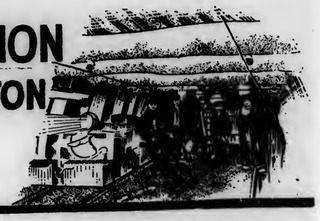
Increase in Parcel Post Rates Advocated

Rates of postage on parcel post matter have been reduced 50 per cent. in the ten years the service has been in operation, according to Representative Kelly, of Pennsylvania, a member of the Post Office Committee, who, in a speech on the floor of the House, discussed proposals for increasing rates to a point where the service would be self-supporting. Rate cuts have been made on parcels destined for all except the seventh and eighth zones, he pointed out, while transportation costs during the past ten years have steadily increased.

(Continued on Page 16.)



THE ANTHRACITE REGION
WILKES-BARRE SCRANTON HAZELTON



Wilkes-Barre, Pa.

FRANK CRESSMAN, of the firm of Allen R. Cressman's Sons, manufacturers of the well-known brands "Manuel" and "Counsellor," was a recent visitor through the coal fields, in the interest of their cigars, and as Mr. Cressman says, "just looking over the field" for a better and bigger year for "Manuels" and "Counsellor." It is indeed a great pleasure to meet men of Mr. Cressman's ability, and any person knowing or meeting "Frank" can learn "plenty" about the cigar game of today. It would also be very beneficial to all other cigar manufacturers to "come 'round" personally, once in a while, and get acquainted with the trade; it sure does pay, and the trade will look for this opportunity of meeting the big men once in a while; in final we will say, when in Wilkes-Barre, call and see "Diamond Bill."

Dusel-Goodloe Company, jobbers in Philadelphia, Pa., report the retail business as getting better. Their "Blackstone" cigars, "in all sizes," are going big throughout this region and gaining in favor every day.

Bayuk Cigars, Incorporated, manufacturers of five big-selling brands of cigars, are noticing a big improvement in the demand for their products and look for a larger increase in business for this year. Their five big-selling brands are the "Philadelphia Hand Made," "Havana Ribbon," Mapacuba," "Prince Hamlet" and their "Charles Thomson," which are being handled through Luzerne and Lackawanna Counties by the Star Tobacco Company and the Scranton Tobacco Company.

It is with sad regret we record the passing out of Larry Oppenheimer, who recently died. Mr. Oppenheimer was in business with his brother Sam, conducting the Mozart Cigar Store and Billiard Parlor, one of the finest in Wilkes-Barre. Mr. Oppenheimer was sick only a few days and died of heart trouble. His widow survives.

Ollie Davis, of the American Tobacco Company, has returned to his headquarters from a tour through the coal fields. Mr. Davis is now in the advertising department for the American Tobacco Company and finds his new job a big improvement over his old one, being on the road.

Mr. Joseph Neuman, general sales manager for the Bayuk Brothers, Incorporated, cigar manufacturers, was a visitor in good old Wilkes-Barre in the interest of his firm. Mr. Neuman was looking over the territory with their eastern division manager, Mr. T. H. Asbury. Mr. Neuman and Mr. Asbury are both "men on the job" and report their business getting better and better all the time. While in Wilkes-Barre they made their headquarters at the Star Tobacco Company, who distribute their famous "Philadelphia Hand Made" throughout Luzerne County. Welcome to our city, gentlemen; call again.

"Stick to Cinco" is a great slogan of Otto Eisenlohr and Brother's "Cinco" cigars, which are going over big wherever put. "Cincos" are going big through this territory due to the fact that they have a very energetic salesman on their payroll in the person of Francis V. Williams. Mr. Williams quotes me that he has sold in his territory about 250,000 "Cincos" and "Henrietta" cigars during January, February and March and believe me, this is going some! "Stick to Cinco!"

J. L. Krause, of Philadelphia, Pa., was a recent visitor in Wilkes-Barre and surrounding territory in the interest of his brand, the big-selling cigar ("Good to the last inch"), "Girard." Mr. Krause is sales manager for the Roig-Lansdorf Company, makers of the "Girard," and informs the writer that his cigar is gaining prestige all over Pennsylvania. Go to it, "Krause," the more you do for the retailer the more "Girards" they will sell, and don't forget the slogan, "Nothing Satisfies Like a Good Cigar."

"El Producto" factories are turning out a lot of "El Producto" cigars in all sizes. This cigar is of good value, and is being handled through Wilkes-Barre and Scranton by the Scranton Tobacco Company.

All cigar store dealers through Wilkes-Barre are preparing for a big summer season displaying their cigars on shelves that are a picture for any man to look at. Umbrellas, canes, kodaks, films, ice cream, sodas, lunches and many varieties and novelties are being displayed by a good number of our merchants as a side-line which is proving a big success.

Diamond Bill sez, "Nothing satisfies like a 'satisfied customer,' and don't forget to say 'Thank you!'" Ask Diamond Bill, he knows.

A satisfied customer is your biggest "asset," a dissatisfied customer is your biggest enemy, which is your choice, Mr. Cigar Man?

Mr. H. C. Butt, division manager for the R. J. Reynolds Tobacco Company, makers of the world-known brands, "Prince Albert" tobacco and "Camel" cigarettes, is a newcomer in this section, but from all appearances, he looks the real man for a real job. Mr. Butt was formerly of Reading territory, but now has seven counties to cover. Mr. Butt must have the push, so we say, "Good luck, and when in Wilkes-Barre again call and see us."

James Allen, of Moosic, Pa., has opened a cigar stand in the Laurel Line Station, Moosic, Pa.

Just say—"THE TOBACCO WORLD."

Looking through the "ads" that are printed in THE TOBACCO WORLD, the writer noticed that about a dozen or so advertisers have *not* used the cigar slogan, "Nothing satisfies like a good cigar," in their "ads." Diamond Bill would suggest that the following would just use one inch for the slogan, as it means much to the cigar business: P. Lorillard Company, Harry Bloom, A. Santaella Company, Waitt & Bond, Allen R. Cressman's Sons, Deisell & Wemmer Company, Baker

(Continued on Page 18)

Increase the Number of Cigar Smokers

Quoting from Mr. Carl Avery Werner's article on "The American Cigar" in the May issue of "The American Mercury":-

"So far as the consumer is concerned, a good cigar is the cigar he likes. From the manufacturer's viewpoint, a good cigar is one that sells readily and seems to give satisfaction."

No matter how various the Smokers' tastes may be, preference for the well rounded mellow Bouquet imparted by SPANISH CEDAR is constant.

Cigars from SPANISH CEDAR BOXES are bound to give the greatest satisfaction and sell most readily.

After all nothing satisfies like a good cigar

A FEW words to the Successful Man, and I hope there are many such among my readers.

You've made money. And are still making it. Good! I'm glad! Shake! May your good luck continue! May your shadow never grow less!

But I would like to faintly whisper a little word of caution. Don't slacken up yet. It would be natural if you should—but don't.

And I will tell you why.

Business is going to be good. And the thoughtless ones will think that all they have to do is to sit tight, do nothing and take it as it comes. Don't do it! Don't!

For this prospect of good business has roused the fighting blood of every business he-man. And every one of them says to himself: "I'm going to push things to the limit, b'gosh. I'm going to hustle, make my men hustle, and get all the business in sight."

And, permit me to remark, that is going to make competition mighty keen and fierce. And any one who don't shed his coat, tighten his belt and jump, head, neck and heels into the great scrimmage, is going to get badly left. And since I am anxious for your welfare I hand you this tip, feeling that you, a good business man, will act upon it.

Here's a man trying to sell me some gold mine stock by sending me a booklet entitled, "Hidden Riches Revealed." Perhaps the same feller is trying to let you in on something big by sending you the same stuff.

Gosh. He hasn't anything in on me there. I can talk to you about hidden riches, and how to reveal 'em, and I won't strike you for a dollar, or ask you to come across half now and half in three months.

Your hidden riches are right in your noodle, under your hat, between your ears. There is stuff there worth a hundred times its weight in pure and yellow gold. Stuff that will set a swift and deep stream of currency coming your way. Stuff that can take you, a little, unknown, mild, modest, insignificant little fellow, stuff your pockets full of green stuff and lift you up and up and up so you will be that familiar with the great ones that you will call Congressmen by their front names.

That stuff has done all this for hundreds, and it can do the same for you.

All you have to do is to cultivate it, develop it, train it—same as you develop roses and prize chickens and big pumpkins.

To be sure, it calls for hard work, and takes several years or so. But what of that? Golfers, and ball players and fishermen work hard, and plasterers, and bricklayers and carpenters work all their lives at their trade. And they get well paid, too. But, goodie-me, nothing like the pay you will get if you develop your hidden riches.

It is a sort of fashion and habit to knock the workers, and of late the store clerk has heard the anvil chorus from the shouting pages of a thousand business publications.

They say he is indifferent, and they are trying to waken him up to better efficiency.

But how about the boss—the manager—you?

Are you strictly on the job, and doing all you should? Here is what a big manager says:

"Management is an arbiter, a guide, and is entirely responsible for the very life of the business. It has a tremendous responsibility. It must be an anchor that holds the business ship in safety when it would otherwise drift to ruin. Business today demands leadership of a high order. The great need today is men of broad vision and outstanding character, who, through measuring up to those requirements, steer their business ships in safety through the straits and narrows of a dangerous voyage."

Do you measure up to these things, Mr. Boss, Mr. Manager? Are you reading, and studying, and thinking, and developing, to keep abreast of the ever-shifting problems of business? Make the answer to yourself.

Years ago a man I well knew bought out a little dinky cigar store. He wasn't young, he wasn't educated, he wasn't smart. He wasn't good-looking.

I expected him to drag along, a picture of poverty, making half of a poor living and nursing a perpetual grouch.

But the other day I had the surprise of my life. I met a well-dressed, upstanding, fine-looking, middle-aged gentleman, whose every aspect told of prosperity. It was my old acquaintance, described above.

I could hardly believe my eyes.

He had succeeded. Big! Built up a fine large trade in cigars, then rented the next store, made the two into one, opened a candy store and fine ice cream parlor. Made money, invested wisely, was on easy street, and a man was ding-donging him to buy his business for forty thousand, cash.

A true story, s'lpme.

(*Continued on Page 23*)

The 5c Cigar

You can make it at a Profit

The Advantages of the Model L
Short Filler Bunch Machine

1. Straight or shaped work, equally well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. It will work large size or mixed CUT scrap.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep: does not easily get out of order.
9. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Price $750 complete
f.o.b. Factory, Newark, N. J.

The solution lies in the use of labor saving machinery such as the Model L Universal Short Filler Bunch Machine.

For example: Manufacturers today are paying anywhere from $2.50 to $3.50 per thousand for bunch making, either straight hand work or using small hand devices. Figuring on this basis, the Model L Short Filler Bunching Machine will show up as follows:

	Cost per M
Present hand method - - -	$2.50
Model L Machine method - -	.90
Net saving - -	$1.60

This net saving represents the difference between turning out a 5c cigar profitably and breaking even or in many cases turning it out at a loss.

Model L Machines will produce from 450 to 500 *uniform* bunches per hour, either straight or shaped work, right or left hand bunches.

Universal Tobacco Machine Co.
116 West 32nd Street, New York

Factory: Newark, N. J.

After all nothing satisfies like a good cigar

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

"It takes a Muriel to match a Muriel"

Made by
P. LORILLARD COMPANY
Established in 1760

LET US HELP YOU
ELIMINATE THE TOBACCO BUG
By treating your tobacco with the exterminator
BY THE SHUEY PROCESS OF STERILIZATION
The only known preparation on the market that will give you permanent relief from future infections

Tested Approved and Adopted by Leading Growers, Packers and Manufacturers

USE SATISFACTION Tobacco Herein TO DEALER Contained Treated OUR by SHUEY'S Process of Sterilization BENEFICIAL TO CONSUMER PURITY STAMP

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself
SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OHIO

ALEXANDER UNGAR PASSES AWAY

The host of friends of Alexander Ungar, president of Wm. Black & Company, cigar box and cigar lumber manufacturers, of Brooklyn, N. Y., were shocked to learn of his death on April 17th. Mr. Ungar had been in poor health for several years. He was in his fifty-seventh year.

The funeral was held at Rothschild Chapel, 200 West Ninety-first Street, on the eighteenth and was largely attended. Representatives of many cigar and cigar box companies were present.

Mr. Ungar is survived by a widow and two sons, Harry and Stanley.

He was interested in many charitable organizations and was noted among his intimate friends for his philanthropies.

News from Congress

(*Continued from Page 11*)

"This is a freight and express service," declared Mr. Kelly, "and it has always been the theory that the matter carried in such a service should pay its own way. The rates have been decreased when they should have been increased. According to a statement issued by the Pennsylvania Railroad System, it costs 52 per cent. more today than it did in 1913 to haul a ton of freight one or more miles.

"The express companies are engaged in similar service. Have they reduced rates during the past ten years? It is absurd to ask the question. In the face of Government monopoly competition they have met increased costs by increasing their own rates from 35 to 50 per cent.

"The patron of parcel post sends a one-pound package a distance of 150 miles for five cents. The express rate on the same package for the same distance is thirty-seven cents. Does not common sense indicate that the Post Office Department cannot carry a package that distance and deliver it for five cents? Also that a substantial increase in the parcel-post rate would not drive the business to the express companies?

"The mere handling of a parcel costs a considerable amount. The National Retail Dry Goods Association made an investigation as to the expense of department stores in delivering packages within city limits. It was found that from twelve to fifteen cents would be a fair average throughout the country when all items of expense were charged against the service."

The increases recommended by the Post Office Department, which would add approximately five cents to the cost of all parcels except those for delivery in the seventh and eighth zones, or the flat charge of five cents in addition to the postage proposed in a bill introduced by Representative Kelly, would, he estimates, produce from $100,000,000 to $125,000,000 revenue from the 2,500,000,000 parcels now carried annually, without making the rates anywhere near as high as those of the express companies.

New Bill Seeks Establishment of National Police Bureau

The reduction of thefts and other crimes by 25 per cent. would result from the establishment of a national police bureau, sought in a bill introduced in Congress by Representative Kindred, of New York, according to Richard E. Enright, police commissioner of New York City, and other police officials who have been in Washington for the purpose of urging the adoption of this legislation.

Appearing before the House Judiciary Committee, Commissioner Enright declared that 10,000 lives and $1,000,000,000 or more in property are taken annually by criminals and that the proposed bureau, which would be a clearing house through which would pass information and identification records which would be of assistance to the police of the entire country, would reduce these figures by at least 25 per cent.

After all nothing satisfies like a good cigar

THERE IS A DIFFERENCE

With most people a cigar box is nothing more than six pieces of wood fastened together.

However, many of the largest cigar manufacturers in the country have found that there is a difference in cigar boxes—a difference that means dollars and cents in cigar sales.

The Best Cigars are Packed in Wooden Boxes

LESCHEY-MYERS CIGAR BOX CO.
CIGAR BOX MANUFACTURERS
YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

Wilkes-Barre News

(Continued from page 12)

Tobacco and Cigar Machinery Company. No hard feelings, "men," but just a little hint, and I hope you will take it in good spirits.

"Manuel" cigars, in the three popular shapes and sizes, "Conchas Perfectos" at ten cents, "Perfecto Extra" at two for a quarter, and the "Imperial," at fifteen cents, are being displayed in many stores of the better kind and are being pushed, as this cigar can be bought "direct" and the retailer has a chance to make an extra dollar or so. Gerald B. Saunders is the local representative.

Rosiano Trischitta's cigar store, South Main Street, Pittston, Pa., was recently damaged by fire, merchandise covered by insurance.

Michael Welsher has acquired the cigar store at 685 Alter Street, Hazleton, Pa.

Some mischievous boy, about two weeks ago hurled a stone through the window of the Orpheum Smoke Shop, breaking same into bits. Mr. Ziegler, quick to respond, had a large sign painted: "This window smashed by a 'stone,' our merchandise smashed by 'prices,'" I'll say it was a good one.

Paul Savage has succeeded Alex Marrello in the cigar business on East Broad Street, Hazleton, Pa.

Francis V. Williams, of the Otto Eisenlohr & Brothers fame, says, "Stick to 'Cinco,' it will get you in the end."

"Nothing Satisfies Like a Good Cigar."

Harry Blum's "Natural Bloom" cigar is being worked hard through here, by the Liberty Tobacco Company, Scranton, Pa.

Learn to say—"THE TOBACCO WORLD."

The Congress Cigar Company's "La Palina" cigar is doing a lot of advertising through the coal fields. Its jobber here is the Sperling Tobacco Company.

Business is booming through Wilkes-Barre and the surrounding towns. Our mines, factories and shops are all working full time. Plenty of work means plenty of money and a few of our salesmen tell us that orders are coming in fast. Wilkes-Barre is over seventy-five thousand population, one of the finest little cities in the world.

Learn to say—"THE TOBACCO WORLD."

A new cigar store, billiard room and barber shop was recently opened by Edward Ell at 178 South Main Street. Mr. Ell carries all popular brands of cigars, a sanitary shop and an up-to-date billiard room. Good luck, Ed.!

"White Owl" cigars, manufactured by the General Cigar Company, which are doing a big business throughout the world, have two factories in our neighborhood which are turning out thousands of cigars daily. The cigars are well displayed in all stores. The W. D. Coon Company, Scranton, are the local agents.

Advertisers say—"THE TOBACCO WORLD."

Waitt & Bond, "Blackstones," are enjoying quite a number of good window displays.

Dick O'Dea is kept very busy at the Colombo Cigar Store, "on the square." The Colombo is one of the busiest stores in Wilkes-Barre. Dick features the "Natural Bloom" cigar, and has a host of other good sellers.

Popky and Groh have added a new edition to their ever-growing Colombo cigar store, billiard room and barber shop by adding a "nice" manicurist to take care of their trade. Wish you luck, boys!

Any information on cigars, tobacco, pipes or anything of interest to the cigar merchant, will be answered as best possible by THE TOBACCO WORLD.

"Romeo and Juliets" are being distributed through this section by the Dusel-Goodloe Company. Also their "Robert Emmett" and "Chancellor" cigars.

George Lang, of the Star Tobacco Company, is a great pusher of Lorillard's "Muriel" cigars. George says it takes a "Muriel" to match a "Muriel." George ought to know, he's been at it long enough.

"Nothing satisfies like a good cigar." Pack them in wooden boxes. "Cedar boxes" help the sale of cigars. Tins help to destroy the sales. Wise up, Mr. Manufacturer.

Bobrow Brothers—"Topic," "Bold" and "La Tosella" cigars, are enjoying big sales throughout this section.

Make us your friend—THE TOBACCO WORLD.

Bill Ziegler, of the Orpheum Smoke Shop, has about recovered from his attack of rheumatism, which has held on for about a year. Bill has one of the nicest and best-equipped smoke shops in northeastern Pennsylvania, and by his wonderful "How-do-you-do," has the trade coming to his store for miles around.

T. H. Asbury, of the Bayuk Brothers, Incorporated, of Philadelphia, informs the writer that his concern has adopted a new slogan for their cigars and on their advertising—"Bayuk products are ripe tobacco."

Kaufman Brothers & Bondy, New York City, one of the largest pipe manufacturers in the world, have one of the best-made Bruyere pipes on the market today in their "Kaywoodie" line. The retail price is from $4 up. Ask for the K. B. B. line.

Among the big men to pay us a visit last week were Tom B. Moore, R. E. Tucker, M. A. Earley and Vincent Riggio, of the American Tobacco Company, who are visiting the cities of importance in the interest of their merchandise. Mr. Riggio was showing "Diamond Bill" one of the finest and nicest vacuum tins that was ever put out by any concern. This beautiful vacuum tin contains no other but their wonderful big-selling tobacco, "Tuxedo," which is second to their "Bull Durham." Again we say that THE TOBACCO WORLD, "Diamond Bill" and the American Tobacco Company are pulling together. Call again, gentlemen.

"O. K." cigarettes, made by the Penn Tobacco Company, Wilkes-Barre, are gaining in favor every day. It's a 19 to 1 shot, when "O. K.'s" are once "smoked," you'll smoke no other. Many window displays in and surrounding Wilkes-Barre are featuring "O. K." cigarettes.

Learn to say—"THE TOBACCO WORLD."

Now is the time to push that package goods sale of five or ten cigars for the week-end smoker. If you can sell your man a few every day, *you* sure can sell him a box of ten. All you want is a little "push" behind yourself.

First and last THE TOBACCO WORLD.

William McCabe and Victor Borzone are the new owners of the Nesbitt Smoke Shop, 177 South Main Street, Wilkes-Barre, Pa. Messrs. McCabe and Borzone have made many improvements to their new smoke shop, and have added a magazine department to it. They look like two good hustlers, and should add strength to the cigar trade through Wilkes-Barre. Plenty of luck, boys!

(Continued on Page 22)

"What a whale of a difference just a few cents make!"
—all the difference between just an ordinary cigarette and—FATIMA, the most skillful blend in cigarette history.

Twenty solid years of growing popularity —yes, and respect!

Twenty years ago, Fatima was a novelty—the *first* "Turkish Blend" cigarette.

No novelty today—for Fatima has grown steadily with the years not only in sales but in fame and respect.

More widely imitated, probably, than any other cigarette—yet just as distinctive as ever in richness of taste, in mildness and in delicacy of aroma.

A few cents more, yes—but you get the *real thing*. That's the difference.

FATIMA

—a mild cigarette

LIGGETT & MYERS TOBACCO CO.

Detroit News

(*Continued from Page 10*)

J. C. Thompson, Middle West representative for Wertheimer Brothers, Batimore, Md., worked the trade here last week on "El Dallo" and "El Wert" cigars. Mr. Thompson is now making his home in Toledo, Ohio, and we will no doubt see his smiling face in our midst quite frequently.

Bob Ellis, of San Martin & Leon, Tampa, Fla., called on the trade here last week. Bob says he is having very fine success with his line throughout the different sections of the country.

R. E. Christie, vice-president of the American Cigar Company, has been with us for a few days conferring with his distributor, John T. Woodhouse & Company, on the sales of "Chancellor" and "La Preferencia" cigars. Both of these well-known brands have a wide distribution here.

Fred Cooper, manager of the cigar department at the Union League Club, has been confined to the Providence Hospital with an infection of the foot. Fred says he enjoyed the rest in the "Horse-pistol", and the beautiful nurses, Oh! how wonderful they were to him.

Manuel Fernandez, of Jacksonville, Fla., gave the city the onceover last week and reports business very satisfactory all along the route recently covered.

Fred W. Bailey, formerly of the Bailey-Wilkins Company, has opened quarters on Jefferson Avenue West, and is doing a cigar brokerage business. His brands are "Don Antonio" (H. M. Bock & Company), "Meditation" (W. K. Gresh & Company), and "Pancho Arango" (Wm. J. Siedenberg Corporation).

Vincent Riggo, vice-president, and J. K. Fletcher, sales manager of the American Tobacco Company, were recent visitors to the Motor City, in the interests of the "Lucky Strike" cigarette campaign.

R. M. C. Glenn, president, and E. A. Rosemond, Michigan and Indiana representative of Seidenberg & Company, manufacturers of "Roi-Tan" cigars, have been with us for a few days, looking over conditions regarding the sales of "Roi-Tan" cigars on the Detroit market.

Samuel Adler, western representative of E. Popper & Co., Incorporated, manufacturers of "Popper's Ace" cigars, has been rusticating in our midst for several weeks in the interest of this popular brand. The Howes-Shoemaker Company are the local distributors of the "Popper's Ace."

Eddie Halsey, of the Field Cigar Corporation, manufacturers of the famous, "T.-R." cigars, has returned from an extended trip in the State of Indiana, where he reports the "T.-R." cigar to be repeating in wonderful style.

It is reported in the trade this week that Faber, Coe & Gregg, Incorporated, has secured the lease for the cigar stands in the Book-Cadillac Hotel, which is now under construction at Washington Boulevard and Michigan Avenue.

The Central Cigar Company's team won the championship in the Pontchartrain Bowling League and carried away the honors of the season. The line-up was Carl Bluth, Jimmie Conway, Fred Laning, Dave Mackay and Fred Hume. A big party was staged for the winners, and the company's officials joined in the merry party and the loving cups were freely passed.

Harry Parr, division manager of the "Chancellor" Department of the American Cigar Company, for the State of Michigan, has returned from a two weeks' visit through the State in the interest of "Chancellor" cigars. Harry reports conditions very good all over the route covered.

John A. Campbell and H. L. Wadsworth, of the Wadsworth-Campbell Box Company, have returned from a business trip through the State of Pennsylvania.

John B. Thatcher, of the American Box Supply Company, is on a trip through the State of New York. From last reports the office force was working overtime, writing up rush orders that John is sending in for immediate shipment.

"Robbers who took only the best brands from a cigar store are believed by the police to have been on to the ropes."

Harry Bassett, western representative of Park & Tilford Company, has returned to Detroit from a trip of several months in the Far West. Harry says it's wonderful country out that way but he likes dear old Michigan and had to come back.

Dick Tobin, Michigan representative of the Continental Tobacco Company, Incorporated, New York and Richmond, Va., is doing some very effective work on the distribution of "Barking Dog" smoking mixture and "Barking Dog" cigarettes. "Dunhill" mixture, another product of the company, is also getting a very nice distribution, and Dick is always on the job with a pack of "Barking Dogs" and they never bite.

Mr. J. C. Thebut, representing the Hav-A-Tampa Cigar Company, Tampa, Fla., has been making the rounds of the trade here for the past two weeks. The "Hav-A-Tampa" cigar enjoys a very fine distribution here and a splendid repeat business on its many sizes.

Oliver Hamel, formerly with the X Cigar Company, Grand Rapids, Mich., has accepted a position with the G. H. P. Cigar Company, and will cover the Jackson and Battle Creek territory which was formerly worked by M. Stradley, who has been promoted to the managership of the G. H. P. branch at Grand Rapids.

Weather complaint: A New Yorker in Detroit from Sunday to Wednesday stated he lost all his faith in Michigan weather. During the three days he was in town, he said, it rained, snowed, froze, got hot, etc. "If there is any weather in the world that Michigan doesn't have, I would like to see it," he lamented as he pushed his way through a cold, driving rain. "When I left New York we had summer and then I come here for a few days and find this. Back to New York for mine where auto fenders aren't dented, used cars aren't as plentiful, and the weather is, at least, consistent."

Mike of Detroit

CIGARETTE NEARLY COSTS MAN LIFE

Joseph Blakely, twenty-nine, 4835 Ridge Avenue, probably owes his life to two of his American Legion comrades who came to his rescue last Thursday night when he was attacked by a huge dog.

Blakely was attending a rehearsal of a play to be presented by the Thomas E. Emery Post of the American Legion, at 407 Green Lane. He had gone outside to smoke a cigarette when the dog attacked him.

His shouts attracted Thomas A. Gaughan, 4675 Tower Street, and Louis Metzinger, 417 Hermitage Avenue, who ran to his aid. Metzinger knocked the dog unconscious with a billiard cue.

SENATE AGREES TO ELIMINATE PROVISO THAT TOBACCO FARMER IS LEAF DEALER FROM REVENUE BILL

Washington, D. C.

Elimination of the Senate finance committee's proviso that a farmer or grower of tobacco shall not be regarded as a dealer in leaf tobacco in respect to the leaf tobacco produced by him, and adoption of the House provisions of the revenue bill to the effect that "a farmer or grower of tobacco or a tobacco growers' co-operative association shall not be regarded as a dealer," was agreed to by the Senate on April 29 through the efforts of Senators Stanley, of Kentucky, Simmons, of North Carolina, and Fletcher, of Florida.

Senator Stanley pointed out that while the committee amendment exempted the farmer from the regulations applying to dealers, if one man took the tobacco crops of two or three others and acted as selling agent he was immediately classed as a dealer and subject to all the restrictions surrounding dealers.

Tobacco differs from all other agricultural crops, the senator pointed out, in that it is sold entirely, with the exception of a few pounds, to organized purchasers. Liggett & Myers buy one type of tobacco, the American Tobacco Company another and so on down the line. He pointed out that a grower may sell his tobacco to an ultimate consumer, under the law, but that a dealer must sell either to another dealer or to a manufacturer; that if any man except the farmer himself sells a leaf of tobacco, no matter whether it is manufactured or not, to a consumer, he must pay a tax and must make report or become liable to heavy fines and liabilities; and that the Senate committee amendment would make subject to the same regulations and restrictions any person selling the tobacco crop of another, whether or not on a co-operative basis.

The adoption of the House provisions was opposed by Senator Smoot, of Utah, chairman of the finance committee, on the ground that it freed the co-operative selling organizations of the necessity of keeping books, and that records were essential if the Government were to make sure that all taxes were collected. He expressed his willingness to free the co-operatives from onerous restrictions, and the Senate finally agreed to adopt the House provisions, with the addition of a clause requiring co-operative associations to keep records of all purchases and sales.

LINZ.

MANNIE PEREZ VISITING IN THE NORTH

Genial Mannie Perez, of the firm of Marcelino Perez & Company, Tampa, is visiting his many friends in the North in the interest of his brands, "Tuval," "Count Pontchartrain," and "Redencion." These brands are clear Havana, made in bond, and are growing in popularity daily.

ADOLPH FRANKAU MAKES ASSIGNMENT

According to the Philadelphia *Public Ledger*, Adolph Frankau & Company, Incorporated, 129 Fifth Avenue, New York City, importers of smokers' articles, made an assignment on April 30th to Harry N. Wessel.

DOC. ROSEBRO RESIGNS FROM PORTO RICO-AMERICAN

Announcement has been made that W. W. (Doc.) Rosebro, who has been representing the Porto Rico-American and the New York-Tampa Cigar Companies, has resigned his position with them. His plans for the future have not been announced.

Insurance Policy
covering one
W D C
MILANO
PIPE
Whereas Wm. Demuth & Co. guarantee the bowl of this W. D. C. Milano Pipe to be hand made from genuine Imported Briar and
Whereas the stem of said pipe is hand cut and fashioned from solid vulcanite
It Is Hereby Agreed that Wm. Demuth & Co., in the event of said bowl cracking or burning through, as a result of reasonable use within two years from date of purchase, will replace the pipe, *complete, free of charge;* and that if the stem breaks due to any fault of material, *will replace the stem:* provided that in either case the pipe is returned to the Company with this policy, together with name of dealer from whom

Make This Insurance Policy *Your* SELLING Policy

The unique Milano Insurance Policy, which is the greatest protection ever given the smoker and the dealer, is the basis of a powerful advertising campaign now running in Collier's Weekly, Saturday Evening Post, American Magazine, American Golfer, and sixty other publications totalling over 10,000,000 circulation.

* * * *

You know from experience that the Milano has always been a popular pipe—an item of merchandise enjoying a brisk demand, and paying you a comfortable profit.

You will learn from experience how the aggressive advertising campaign now running in the interests of Milano will increase its popularity, and boost your profits beyond any you ever made selling pipes.

These are not mere claims, made to pep you up and load you up—**because Milano advertising is not ordinary advertising.** It is advertising with real ideas, real facts about a piece of quality merchandise, and real money behind it. Take advantage of its great selling force by stocking up to meet the demand. Tie up to it by featuring Milano Pipes. **Above all display the Policy in your window.** Order Milanos from your jobber now, write us direct for Insurance Policies to pack with pipes already in stock and to use as counter and window displays.

"It's a W D C"

WM. DEMUTH & CO.

230 Fifth Avenue, NEW YORK

World's Largest Manufacturers of Fine Pipes

MILANO

The Insured Pipe

Wilkes-Barre News

(*Continued from Page 18*)

The Colombo Cigar Store, on Public Square, have added a lunch counter to their ever-growing business. Matty Owens, a mighty fine fellow, is in charge.

"Stick to Cinco," Eisenlohr's famous cigar, is being put up in a five-for-thirty-seven-cent package. It ought to be a big seller.

McManus and Dailey, of the corner cigar store, have a wonderful and unique display in their windows of P. Lorillard's small cigars and tobaccos.

The American Tobacco Company's "Tuxedo" tobacco, which is now selling at twelve cents a can, has increased in sales 100 per cent.

Who's Diamond Bill? Ask THE TOBACCO WORLD, they know.

J. G. Dill Company's "Dill's Best" is now going better all the time. A local representative has helped to increase this brand.

J. M. Yeager's Sons, the fast-growing newest jobbing house in Wilkes-Barre, are now selling their merchandise at 10 per cent., but all sales are for cash, and believe yours truly, they have the rest guessing. They tell me that their business has increased so much that they expect to put on a new truck.

M. L. Nolan, Wilkes-Barre representative for the American Tobacco Company, is a hustling salesman, with the American Tobacco Company at heart. If Mike can't sell you, nobody will. Mike is a regular fellow, and you can't help but like him, as he has the personality—and that helps a lot these days.

William King, of the A. B. Cunningham Company, Philadelphia, Pa., was a recent visitor through Wilkes-Barre. Bill tells me that he is the "king" of salesmen with his company, the A. B. C. Company. Bill reports business good on his trip.

William Moaks, with the Star Tobacco Company, is a great pusher of Waitt & Bond's "Blackstone" cigars. George has them well placed in all stores.

Alexander-Wills Company, jobbers of many articles, have added a new side line to their ever-growing business. These are ice cream pails, ice cream spoons, dippers, shakers, bags, cones and many other useful articles. Well, boys, this surely is the season for the ice cream trade. Many cigar stores are now selling ice cream and soft drinks.

Do pipe deals pay? asked a local jobber of Mr. William G. Ziegler, of the Orpheum Smoke Shop. "I'll say so," was Ziegler's quick reply. Put on any kind of a good deal (but it must be good), and you can sell enough pipes in one week to cover a square block. Ask Ziegler—he knows.

Learn to say—"THE TOBACCO WORLD."

Tom B. Moore, district manager for the American Tobacco Company, says you can get 100 cigarettes out of two (2) bags of "Bull Durham." "Diamond Bill" sez, "Try and get it!"

Chas. Kalmantz, formerly head salesman of the Colombo Cigar Store, has resigned his position to get a road job.

Emil Ziegler is a first-class tobacconist and a jack-of-all-tradesman. Emil makes cigars, repairs pipes, sells diamonds, and his biggest asset in business is selling amber beads. Then again, he'll go out of his way to do a fellow a good turn. That-a-boy, Emil!

Always First—THE TOBACCO WORLD.

Boost the slogan: "Nothing Satisfies Like a Good Cigar." Let's do!

In the next issue of THE TOBACCO WORLD "Diamond Bill" will have many interesting remarks for our readers, under the heading, "In and About Wilkes-Barre."

Yours very truly,
"DIAMOND BILL."

PROPOSED ADVERTISING CAMPAIGN

(*Continued from Page 9*)

Joseph F. Cullman, Jr., of Cullman Bros., New York, N. Y.

Julian S. Bach, of Elias Bach & Son, New York, N. Y.

Nathan I. Bijur, of E. Rosenwald & Bros., New York, N. Y.

John H. Duys, President, H. Duys & Co., Inc., New York, N. Y.

This Committee has given Co-operative Advertising most serious thought and consideration and the question has been further discussed at a number of meetings of its sub-committee headed by Mr. William Best, Vice-President of the General Cigar Company. In all these discussions, we have been favored with the advice of most eminent advertising experts, whom we are privileged to have on our membership rolls. These experts have co-operated in splendid fashion in the effort to find ways and means of promoting the cigar business, giving most freely of their time and services, and they have rendered invaluable help to the Committee and through them to the industry at large. As yet, however, no decision on Co-operative Advertising has been reached.

The existing status of the country's cigar business continues to keep the question of Co-operative Advertising in the forefront and for this reason we are desirous of definitely ascertaining the views of the trade for the guidance of our Committee having the subject matter in charge.

It is unnecessary to state that a Co-operative Advertising campaign, to be effective, must be carried on on an extensive and nation-wide scale and probably will require a minimum of several hundred thousand dollars a year for a period of several years.

How can the necessary funds be raised? The suggestion was made at our last Convention and has been repeated several times since, that such a fund could be raised, if the cigar manufacturers of the country would tax themselves five or ten cents for every thousand cigars manufactured, with contributions in proper proportion from leaf dealers, boxmakers, lithographers and others interested.

It goes without saying that no trade association has the power to levy any taxes or assessments upon the trade and it follows therefore that such a fund could only be made up from purely voluntary contributions.

Would you be willing to tax yourself along the lines indicated for the purpose of a general Co-operative Advertising campaign to increase the cigar business?

Please understand that your expression will not bind you in any way. Your advice will be regarded merely as tentative to be used only for the enlightenment of our Committee in reaching a decision as to the feasibility of undertaking a campaign of this character at the present time.

The importance of this question need hardly be emphasized. We earnestly hope therefore that we may be favored with frank expressions on this subject, which needless to say will be most highly appreciated.

TOBACCO MERCHANTS ASSOCIATION
OF THE UNITED STATES.

Business Building

(*Continued from Page 14*)

"Two things made me succeed," said he. "I handled good goods, and I made myself liked."

There you are, Friend Proprietor, Friend Clerk. A Pointer. Worth ten thousand berries. Free to you. No charge.

You can easily handle good goods. You can make yourself liked. If you don't know how write this department and I will give herein a full recipe.

Indications point to good business, and our business leaders with far-seeing vision are planning to make good business permanent.

May success attend their efforts!

But the little fly which is crawling around in the ointment, may be that business is walking around on stilts which are a leetle too high, and that it may perforce get shorter ones.

If this is the case—mind you, I don't say it is—then the stress and strain and competition will slowly develop, which means that a dealer must do a leetle walking of the floor o'nights.

A wise man sees the danger when the cloud is no larger than a man's hand. The unwise waits until the threatening cloud fills all the sky.

Why not be wise?

Why not turn yourself into a business expert, into an investigating committee of one? Go over all your business with a cold, stern and critical eye. See where it can be improved—with paint, with a larger show window, with better fixtures, with new showcases, with better arrangement of goods. Then get in front of the glass and give the owner a careful once-over. Is he well-groomed; has he a pleasing expression; does his face indicate friendship, good-fellowship, life, enthusiasm?

Consider everything. Everything. Get in trim, like a prizefighter, for the stress and strain of the days that are to come.

"DEMUTH BRUYERE" PIPE NOW $7

No Increase in Price to the Trade

This will come as good news to the retail merchant. Wm. Demuth & Company, makers of "Demuth Bruyere," are now featuring this finest of pipes at $7 each. As no change has been made in the price to the trade, this means that the dealer is practically being handed an extra dollar with every "Demuth Bruyere" pipe he buys and sells. This will run into real money, because the demand for this ultra-fine pipe is climbing at a great rate. For some time dealers have been writing and urging Wm. Demuth & Company to take this step, and now they are doing it and passing the extra profit along to the trade.

At $7 the "Demuth Bruyere" will still be the outstanding value among quality pipes. It is recognized universally as being in every respect the equal of pipes selling at several dollars more.

Those dealers who already have "Demuth Bruyere" display cases in their stores can procure new $7 labels for their showcases by writing direct to Wm. Demuth & Company, 230 Fifth Avenue, New York City.

Marshall Field Cigars

Distinctive Quality

HOWARD F. PENT
PRESIDENT
The Coraza Cigar Co.
SEVENTH AND CHERRY STREETS
PHILADELPHIA, PA.

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

Du Pont

"A BETTER CIGAR *for* 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

CLASS D MAKES GAIN IN MARCH

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of March, 1924, and are issued by the bureau. (Figures for March, 1924, are subject to revision until published in the annual report.)

Products	*March, 1923*	*March, 1924*
Cigars (large)		
Class A .....No.	215,550,897	201,931,490
Class B .....No.	124,983,172	112,357,378
Class C .....No.	222,523,613	190,302,886
Class D .....No.	9,025,053	9,671,275
Class E .....No.	2,431,955	1,632,083
Total	574,514,690	515,895,112
Cigars (small) .....No.	49,954,700	51,905,313
Cigarettes (large) .....No.	1,422,075	1,023,407
Cigarettes (small) .....No.	5,043,326,540	5,268,703,340
Snuff, manufactured .lbs.	4,181,993	3,491,707
Tobacco, manufactured .lbs.	32,269,394	31,355,515

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in inclosed supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of March:

Products	*March, 1923*	*March, 1924*
Cigars (large)		
Class A .....No.	8,716,650	8,925,075
Class B .....No.	101,400	759,700
Class C .....No.	2,053,780	1,641,450
Class D .....No.	20,025	1,675
Total	10,891,855	11,327,900
Cigars (small) .....No.		1,000,000
Cigarettes (large) .....No.	30,000	502,500
Cigarettes (small) .....No.	2,400	25,000

Tax-paid products from the Philippine Islands for the month of March:

Products	*March, 1923*	*March, 1924*
Cigars (large)		
Class A .....No.	21,684,795	12,895,270
Class B .....No.	237,050	271,060
Class C .....No.	207,309	170,188
Class D .....No.	20	
Class E .....No.	125	90
Total	22,129,299	13,336,608
Cigarettes (large) .....No.		1,000
Cigarettes (small) ....No.	282,740	76,527
Tobacco, manufactured .lbs.	36	9

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

IMPORTS OF CIGARETTE PAPER INTO GUATEMALA

Imports of cigarette paper into Gautemala during 1923 amounted to 193,866 pounds, valued at $40,856, according to a report recently received from Consul Philip Holland at Guatemala City. The bulk of these imports come from the United States, which furnished 111,994 pounds, valued at $17,416, and from Spain, which furnished 75,933 pounds, valued at $19,018. Receipts from France and Germany were comparatively small, amounting to 2300 pounds, valued at $1700, in the case of the former and 3639 pounds, valued at $2722, in the case of the latter.

Time to face the Facts—

FACT No. 1.—"All American types taken at very high prices"—from an Amsterdam cable.

FACT No. 2.—Porto Rican tobacco consumption is increasing constantly.

FACT No. 3.—Domestic cigar consumption is not increasing.

FACT No. 4.—Production costs are rising.

FACT No. 5.—Cigars cannot stand any increased cost burden.

FACT No. 6.—You can make good cigars at less cost by using Porto Rican tobacco.

The rising tide of approval—
In 1921—15,330,000 lbs.
In 1922—25,883,000 lbs.

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY

136 Water Street, New York — *J. F. Vazquez, Agent* — Telephone John 1379

Send for free copy "Tobacco Trade Notes"

The White Stamps say it's PORTO RICAN

It's Good because it's PORTO RICAN

THREE DETROITERS ENJOYING OUTING

Reading left to right: Herman Lieberman, of the Central Cigar Stores; George H. Stone, "Personality Booster," New York-Tampa Cigar Company; R. E. Watkins, of the Watkins Cigar Stores Company. Enjoying the spring outing of the Aviation Country Club, Greene Lake, Mich.

WHITTIER BOUND FOR HAVANA

New York, April 19, 1924.

At the invitation of cigar manufacturers who are supporting the campaigns of the American Fair Trade League for honest branding of tobacco products and for standard price legislation, Edmond A. Whittier, secretary-treasurer of the League, started today on a trip to Florida and Cuba. He will confer with members of the League in Tampa, Key West and Havana as to the best means to enforce the law against misbranding, with the special purpose of preventing the misuse of the names of those cities in cigar advertising.

During the past year the League has issued more than 100 complaints against manufacturers who misused the term "Havana" to designate cigars not wholly composed of Cuban grown leaf, with the result that more than 80 per cent. have already given definite pledges to abandon this practice.

Mr. Whittier expects to return about the middle of May.

"THE AMERICAN CIGAR" BY CARL WERNER

The *American Mercury*, edited by those estimable gentlemen, H. L. Mencken and George Jean Nathan, provides in the May issue a vehicle for Carl Avery Werner to give to an anxious public the "low-down" on the cigar industry. It is doubtful if there will be any disagreement with his historical statements, and if intimate knowledge is a firm foundation for an opinion, his expressed views are to be accepted without question.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PAX:—43,765. For pipes, cigar and cigarette holders, and all goods belonging to the class of tobacco sundries or smokers' articles. April 4, 1924. Wolf Bros., London, England, and San Francisco, Cal.

CHIMNEY ROCK:—43,766. For cigars, little cigars, cheroots and stogies. April 11, 1924. B. E. Robbins, Charlotte, N. C.

BLOWING ROCK:—43,767. For cigars, little cigars, cheroots and stogies. April 11, 1924. B. E. Robbins, Charlotte, N. C.

SANTA:—43,768 For all forms of smoking and chewing tobacco and snuff. April 18, 1924. The Clark & Snover Co., Scranton, Pa.

CIGAR BROWN:—43,769. For cigars, cigarettes and tobacco. April 25, 1924. F. M. Howell & Co., Elmira, N. Y.

AIMWELL:—43,770. For cigars. April 23, 1924. American Mercantile Co., Kansas City, Mo.

AIM WELL:—43,771. For cigars. April 23, 1924. American Mercantile Co., Kansas City, Mo.

AIMWEL:—43,772. For cigars. April 23, 1924. American Mercantile Co., Kansas City, Mo.

BROOK TROUT:—43,773. For cigars. March 8, 1924. W. Mulford & Son, Unadilla, N. Y.

BLON-ET:—43,774. For cigars. March 31, 1924. C. B. Henschel Mfg. Co., Milwaukee, Wis.

YBOR CITY STRAIGHTS:—43,775. For cigars. March 10, 1924. Y. F. O'Halloran & Son, Tampa, Fla.

MISSING:—43,776. For cigars, little cigars, cheroots and stogies. April 11, 1924. B. E. Robbins, Charlotte, N. C.

PHINEAS DAVIS:—43,752. For cigars, cigarettes and tobacco. April 7, 1924. F. M. Howell & Co., Elmira, N. Y.

T-M-M-B:—43,754. For cigars. February 25, 1924. George S. Mead, Stamford, Conn.

EL PRINCIPAL:—43,753. For cigars. April 8, 1924. Heineman Bros., Baltimore, Md. ("El Principal" and "Principals" originally registered by Schumacher & Ettlinger, New York City, on January 9, 1899, and April 2, 1896, respectively, and transferred to Heineman Bros., Baltimore, Md., January 10, 1899.

CRACKER BOY:—43,756. For cigars, stogies, cheroots and little cigars. December 15, 1922. J. A. McAdoo, Charlotte, N. C.

REX:—43,757. For pipes. April 8, 1924. Henry A. Chevreux, New York, N. Y.

ADLON:—43,759 For pipes and smokers' articles. April 15, 1924. House of Comoy, Inc., New York, N. Y.

FEDERAL:—43,760. For pipes and smokers' articles. April 15, 1924. House of Comoy, Inc., New York, N. Y.

B. S. CO.'S ANNOUNCER:—43,761. For cigars, cigarettes, cheroots and chewing tobacco. April 17, 1924. Heineman Bros., Baltimore, Md.

BROWN'S A. A. B. JR.:—43,762. For cigars, cigarettes and tobacco. April 18, 1924. F. M. Howell & Co., Elmira, N. Y.

WATCHMAN:—43,763. For cigars. March 21, 1924. C. Fernandez & Co., Milwaukee, Wis.

BUSINESS BOOSTERS:—43,764. For all tobacco products. April 18, 1924. Petre, Schmidt & Bergmann, Philadelphia, Pa.

TRANSFERS

LA BUNELLA:—23,606 (Trade-Mark Record). For cigars. Registered November 27, 1900, by J. Whitelaw & Co., New York City. Transferred to Adolph Whitelaw, Binghamton, N. Y., and re-transferred to The Whitelaw Cigar Company, Binghamton, N. Y., April 8, 1924.

DON MENCIO:—27,339 (Trade-Mark Record). For cigars. Registered October 1, 1902, by Geo. Schlegel, New York City. Through mesne transfers acquired by Follins Bros. Company, Charleston, S. C., and re-transferred to S. E. Follin, Charleston, S. C., May 4, 1917.

GRAND AROMA:—26,526 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered December 1, 1903, by O. L. Schwencke Litho. Co., Brooklyn, N. Y., and **23,535** (Patent Office). For cigars. Registered October 25, 1921, by Freiberg & Gorman, Brooklyn, N. Y. Through mesne transfers acquired by Frieberg & Schlesinger, Brooklyn, N. Y., and re-transferred to Mary Himmelsbach, Brooklyn, N. Y., April 16, 1924.

CORRECTED PUBLICATION

NOSODUSTY:—43,741. For pouches of all descriptions, including oil skin and oil silk, and smokers' articles. Registered March 27, 1924, by Adolph Frankau & Co., Inc., New York, N. Y.

ARKANSAS LEGISLATURE LEVIES SALES TAX ON CIGARS AND CIGARETTES; STATUTE BELIEVED TO BE WITHOUT FORCE BECAUSE PASSED AT SPECIAL SESSION NOT CALLED FOR SUCH PURPOSE AND SUIT HAS BEEN BROUGHT FOR ITS NULLIFICATION

At a special session of the Arkansas Legislature called for certain specific purposes, mainly for the passing of an income tax law and amending an existing income tax statute, the Legislature, instead, passed a statute levying a 10 per cent. sales tax on cigars and $2 per thousand on cigarettes.

The T. M. A. has been advised by eminent Arkansas counsel that, under the Arkansas Constitution, the Legislature was without power to pass such statute since it was not within the purview of the call for the special session. Accordingly counsel has been engaged and a suit has already been filed for the nullification of this lax law.

An early decision holding that the Legislature was without power to pass such statute and that the statute is therefore without force is confidently expected.

TURKS TAKE MUCH CIGARETTE PAPER

Seven Thousand Bales a Year Required for the Manufacture of the Aromatic Smokes of Asia Minor

Imports of cigarette paper, upon which the Turkish cigarette industry is dependent, are estimated to average 7000 bales yearly, each bale containing thirty reams of 480 sheets, representing a total value of 800,000 Turkish pounds (approximately $408,000). In addition to the paper imported for the manufacture of cigarettes there are about thirty small establishments which consume this paper in the manufacture of booklets for local consumption and distribution in the interior. Imports of cigarette paper come chiefly from Italy, France and Austria, in approximately the proportion of 75 per cent. from Italy and 12½ per cent. each from France and Austria.

About three-fourths of the cigarette paper imported, according to a report from the American consulate general in Constantinople, is consumed in Turkey and the balance is re-exported to Persia, Syria, Egypt, Russia, and the United States. There are two prices prevailing generally in this market, 40 lire ($1.67) and 50 lire ($2.09) per ream of 480 sheets. These prices also include the freight, prices being quoted c. i. f. Constantinople, but does not include import duties and excise taxes collected by the provincial government. About 75 per cent. of the imports are what is known as best quality, weighing 11 or 12 grammes per square meter, and the balance a coarser grade weighing about 13 grammes.

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

CIGAR BOXES
Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars
The WOODEN package is the retainer of AROMA from Factory to Consumer
The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
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Cigar Labels, Bands and Trimmings of Highest Quality

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CIGAR LABELS BANDS
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Exclusive Selling Agents For
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The Standards of America
Lorillard's Snuff, : Est. 1760
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ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

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We Are Now Ready To Offer Our Holdings In 1923 Crops.

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

After all nothing satisfies like a good cigar

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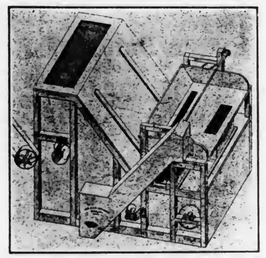
VOLUME 44 — No. 10

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



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Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

At the Gateways to New York

Every smoker, as he looks out his day coach window, or lounges in his Pullman seat, on his trip to and from New York is sure to see and read these signs on both sides of the right of way of the principal railroads.

On the Pennsylvania R. R.
at Kearny, N. J.
at Market St., Philadelphia
at Bristol
at Dayleford

On the N. Y., N. H. & H.
at New Rochelle

On the D. L. & W.
at Kearny, N. J.

On the New York Central
at Greystone, N. Y.
at Croton on the Hudson
at Park Ave. and 123rd St.
at Park Ave. and 121st St.

After all nothing satisfies like a good cigar

"The Best Cigars are Packed in Wooden Boxes"

MANUEL

10 cents and up

A BULWARK of BUSINESS

—because it holds customers

Manuel will make a definite business for you

YOU want to sell a cigar that does three things: *First*, looks good; *Second*, tastes right; *Third*, satisfies. In Manuel, we make just that kind of Cigar.

Manuel is building business for dealers everywhere. Always popular, its fine quality and perfect condition are increasing Manuel Sales by large percentages every month.

What Manuel is doing for other dealers, it will do for you.

A CIGAR OF RARE EXCELLENCE

MANUEL CIGARS

ALLEN R. CRESSMAN'S SONS *Cigar Manufacturers* Philadelphia

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Get the Utmost in Advertising Values

at practically no expense
by using the

WOODEN CIGAR BOX

for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
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PHILADELPHIA, PA.

WAITT & BOND

Blackstone CIGAR

Havana

Filler

Absolutely!

Mild!

After all nothing satisfies like a good cigar

The new LA TOSELLA

BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOBROW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 44 MAY 15, 1924 No. 10

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

100 good cigarettes 15¢

"Because I get lots more for my money"

The man who rolls his own from "BULL" Durham has found his best friend for life. He's always going to be sure of real quality and real tobacco taste. And think of the money he saves—100 cigarettes for 15 cents

Guaranteed by
The American Tobacco Co.
INCORPORATED

GENUINE
"BULL" DURHAM
NOW
2 Bags for 15¢
EIGHT CENTS A BAG

made good

One man told another about its DIFFERENT flavor. That's why La Palina *made good*. This effective "man to man" publicity is working for the retailer who PUSHES La Palina. Keep La Palina up in front. Watch the man who tries ONE come back for MORE.

CONGRESS CIGAR COMPANY, Philadelphia

LA PALINA

CIGAR

IT'S JAVA WRAPPED

The Far-Visioned Cigar Manufacturer

Protects Present and Future Sales

By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER — After all nothing satisfies like a good cigar — PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

Model B-1 illustrated above.

PACK CIGARS RIGHT

and get a uniform pressed shape to each cigar in every box. No broken wrappers. Impossible to overpress pack.

FOUR MODELS TO CHOOSE FROM

Model "A" without top lever, for 50 cigars -	$ 5.00
Model "B-1" with top lever, for 50 cigars -	10.00
Model "B-2" with top lever, for 100 cigars -	12.50
Model "C" with top lever, for bundles of 100 -	16.00

All packers are adjustable to any standard size box.

Pulte-Korreck Machine Co.

GRAND RAPIDS, - - - MICHIGAN

Time to face the Facts—

FACT No. 1.—The United States imports from Porto Rico more cigar leaf than from any other country without exception.

FACT No. 2.—More manufacturers - large and small - are using Porto Rican tobacco than were using it a year ago.

FACT No. 3.—More leaf dealers are selling Porto Rican leaf than a year ago.

FACT No. 4.—Though cigar production is less, consumption of Porto Rican tobacco is greater.

The White Stamps say it's PORTO RICAN

The rising tide of approval—

In 1921—15,330,000 lbs.
In 1922—25,883,000 lbs.

It's Good because it's PORTO RICAN

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY

136 Water Street, New York — *J. F. Vazquez, Agent* — Telephone John 1379

Send for free copy "Tobacco Trade Notes"

Volume 44

THE TOBACCO WORLD

Number 10

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year — PHILADELPHIA, MAY 15, 1924 — Foreign $3.50

EDITORIAL COMMENT

THE April 21st issue of *Barron's*, a financial weekly, discussed under the heading, "Can the Cigar Come Back?" conditions in the cigar manufacturing business.

The opinions and conclusions drawn are interesting and the statement that in a few years automatic machinery will be generally adopted and the industry concentrated in a few hands, bears out the contention that the TOBACCO WORLD has been making for years.

Whether high costs and a multiplicity of brands are important factors in the stagnation of the industry, or not, may be debatable. It is worth noting, however, that the greatest progress has been made by firms concentrating on a few brands. Smaller concerns making a large number of brands have seldom risen to a position of prominence in the trade. On the other hand a local concern some years ago practically eliminated all but one brand and after a few years of concentrated effort on that brand became, and still is, one of the most important in the industry today.

High costs remain a problem in the cigar industry as in most other manufacturing lines. Labor is high and in our opinion will remain so. Those who think that a general reduction in wages is near at hand, are probably expressing the wish that is father to the thought. Attempts to force reductions have resulted in strikes in the cigarmaking industry, but fortunately under present conditions they have caused no shortage of cigars.

Material costs unquestionably are a factor. It has been impossible to bring back cigars of the old-time quality at old prices. The smoker has been dissatisfied with the quality that he did get for his money and he has wandered away from the cigar in many cases.

To get costs down, more efficient and economical methods of manufacturing are necessary. The automatic devices for facilitating cigar manufacturing offer the only solution to the problem as far as we can see. The big machines cannot be economically operated by small manufacturers and it is very apparent that their elimination is only a question of time.

The effect of this condition will be widespread and must mean the consolidation or elimination of many suppliers serving the cigar industry exclusively.

The big problem remains, that of creating new cigar smokers, for without them there can be no increase in demand.

IT IS mighty interesting to learn that a few of our cigar manufacturers have been feeling the impetus of better business during the past thirty days. One or two large manufacturers expect to close the month with a normal amount of business on the books, taking last April as a basis for comparison.

If this is a fact, then business is on the upward trend. When business improves with the big manufacturer it carries a certain amount of improvement to the smaller manufacturers as well.

From all directions come the reports that stocks are down to rock bottom and that reorders must begin to come through. This is good news for everybody.

Supply men report that business is improving with them, and this also is an indication that better times are at hand. The cigar manufacturer seldom invests in supplies unless he sees far enough ahead to recognize the need for placing his orders at this time.

Altogether there are many encouraging indications that the cigar business is improving despite the setback shown in the sale of revenue stamps for the month of March.

NATIONAL CIGAR LEAF TOBACCO ASSOCIATION TO MEET IN LANCASTER

Announcement is made that the twenty-sixth annual convention of the National Cigar Leaf Tobacco Association will be held in Lancaster, Pa., on June 2 and 3, Monday and Tuesday. Lancaster is noted for its hospitality and a large gathering from all parts of the country is anticipated.

PHILADELPHIA.

FINKELMAN BROTHERS RE-ENTER FIELD

Finkelman Brothers have again stocked cigars, cigarettes and tobacco in their store at southwest corner of Fifth and Market Streets. This store formerly carried radio sets and parts exclusively. Finkelman Brothers formerly operated a sporting goods store at 226 Market Street with a cigar department, but upon moving their business to Fifth and Market Streets, the cigar department was discontinued entirely. Good brands are now being featured in their windows on both Fifth and Market Streets, at cut prices.

BAYUK CIGARS EARNINGS

Bayuk Cigars, Incorporated, Philadelphia, maker of "Prince Hamlet," "Mapacuba," and "Havana Ribbon" cigars, reports net earnings of $127,003 for the first quarter of 1924, against $251,212 in the same period of 1923. After all charges and reserves for depreciation the company reports net income of $110,277 for the quarter ended March 31, and $237,357 for the corresponding period of last year.

PHILADELPHIA BUSINESS BETTER

Some improvement is being shown in the cigar business in Philadelphia by manufacturers, jobbers and retailers. Manufacturers report business picking up and one jobber reports business on certain brands is much better than last year.

BAUMGARTNER FILES VOLUNTARY PETITION

John Baumgartner, surviving partner of the leaf tobacco firms of Philadelphia Leaf Tobacco Company, and Irwin Labe, 310 Race Street, has filed a voluntary petition in bankruptcy. Liabilities are listed at $9081 and assets $4358.

FRED DAVIS JOINS WERTHEIM

Fred Davis, who has been associated with Vetterlein Brothers for some time, has joined the forces of Wertheim Brothers, of Baltimore, Md., and will cover the Southern States in the interest of "El Dallo" and "El Worth."

AMERICAN BOX SUPPLY PRESIDENT EXPECTED

John B. Thatcher, president of the American Box Supply Company, of Detroit, Mich., is on an extended business trip through the East and is expected to arrive in Philadelphia about May 16th.

WEISS RESIGNS FROM ROIG & LANGSDORF

Leo F. Weiss, who has been associated with Roig & Langsdorf, Incorporated, as sales and advertising manager for several years, has tendered his resignation to that firm, effective June 1st. During the period that Mr. Weiss has been associated with the Roig & Langsdorf firm, the "Girard" cigar has increased steadily in sales and popularity. He has not announced his plans for the future.

INDIANAPOLIS JOBBERS VISIT EISENLOHR

Among out-of-town visitors last week were O. Dailey and L. Hamilton, of the firm of Hamilton, Harris & Company, cigar jobbers of Indianapolis. Mr. Dailey and Mr. Hamilton paid a visit to the headquarters of Otto Eisenlohr & Brothers, Incorporated, as they are distributors for the "Cinco" and "Henrietta" in their territory.

NEW STORE AT SECOND AND CHESTNUT

A fine new retail cigar store has opened at the southwest corner of Second and Chestnut Streets, in the building formerly occupied by the store of Godfrey S. Mahn. The new store is under the management of S. Waschler, formerly operating the cut-rate cigar store at 827 Chestnut Street. A fine line of sandwiches, soft drinks and candy is also carried.

WILL MAHN QUITS SECOND & CHESTNUT

Will Mahn, who has operated a cigar store at southeast corner of Second and Chestnut Streets since the closing of the store of Godfrey S. Mahn on the southwest corner, has discontinued his business at that place and the location is now for rent.

HANNIGAN PURCHASES "AIRDALE" LABEL

York, Pa.

The "Airdale" label has been purchased by the East Prospect Cigar Company, of East Prospect, P., according to B. M. Hannigan, president of the company. The label was purchased from Thompson Brothers & Price, cigar jobbers of Memphis, Tenn., for whom the East Prospect Cigar Company has been manufacturing this brand for some time. The other brands manufactured by the East Prospect Company are "Emilia Garcia" and the "Epco." All these brands sell for five cents retail.

WHY FEAR A PRESIDENTIAL YEAR?

The generally accepted conviction that a presidential year means poor business is characterized as "false and foolish" by Congressman Martin L. Davey, of Ohio, in an article on "Why Fear a Presidential Year?" in the previous month's issue of *The Nation's Business*.

Mr. Davey, who writes as a business man rather than a member of Congress, declares that when business was below normal in past presidential years this condition was due to some underlying economic cause and not to the fact that a president was to be elected. Since 1880, according to Congressman Davey, there have been five lean presidential years and five fat years. The last presidential year, 1920, had six months of good and six months of poor business.

Congressman Davey predicts that "unless a majority of us get the foolish notion that business is bound to be bad in a presidential year," 1924 should be a period of substantially normal business conditions.

"The most serious recent depression," he writes, "was early in 1921. It was estimated that there were five million people out of work. There are probably not less than twenty-five million people in this country who have regular employment of one kind or another; so this worst period of business depression saw not more than 20 per cent. of the people out of work, thus largely stripped of their buying power. It might be argued, then, that the difference between peak prosperity and this more serious depression was not more than 20 per cent.

"By the same process of reasoning, it would seem that the difference between ordinary prosperity and ordinary depression is not over 10 or 15 per cent.

"The demands of the American people, even in periods of depression, are so enormous that they stagger the imagination. What we call prosperity would appear to be the extra 10 or 15 per cent. demand above that of a period of depression.

"Therefore, if the American people in a period of depression could by any sudden change in thinking be induced to buy 10 or 15 per cent. more, we would forthwith enter a period of prosperity automatically. On the other hand, if the American people in a period of ordinary prosperity should begin to buy 10 or 15 per cent. less, we would have a period of depression automatically."

In reviewing the business history of presidential years during the last half century, Congressman Davey writes: "Business was bad in the last half of 1920—yes, that was a presidential year—but business became worse and worse after the election and reached its lowest level about the middle of 1921. There was a very slow recovery from that time until the spring of 1922. Doesn't this seem, then, that it was not the election of 1920 that caused bad business, because conditions became worse after the election? That depression was due to underlying economic causes.

"The year 1916 was also a presidential one. The chart shows that in that year business was between 10 and 20 per cent. above normal. Why did we have prosperity in 1916? Simply because the demands of the war were so insistent and widespread that even a blind man could see it. Everybody forgot about the effect on business of a presidential year, and we prospered during that year because the economic conditions were right.

"We had an election in 1912. In the preceding year business was a little below normal, but in 1912 business ran from 5 to 10 per cent. above normal.

"Go back then to 1908, which was also a presidential year. In the fall of 1907 we had, as most of us recall, bad times which continued until about the middle of 1908, when business started on the upgrade again. It started up several months before the election.

"There had been depression in the latter half of 1903, and then followed the election year of 1904, during which business was generally on the up-grade, although there was a slight reaction about the middle of 1904. It did not go back as far as the depression of 1903, and it continued steadily and rapidly upward from the middle of 1904 for a period of about three years. In other words business in 1904 apparently ignored the election altogether.

"Then we came to the presidential year of 1900. In the beginning of that year business was above normal. It continued steadily but moderately downward to about 5 per cent. below normal the first of 1901, and then moved up to about 5 per cent. above normal by the middle of that year. The trend of business in 1900 apparently proceeded without the slightest regard for the election.

"In 1896 the business interests of the country were more or less alarmed by the free silver campaign and this probably had some direct bearing upon the volume of business, because there was a slight upward tendency which followed immediately after the election of that year.

"According to the chart, business had slumped to below normal by the fall of 1896. Although there was a slight upward tendency after the election of that year, business was still about 12 or 13 per cent. below normal by the middle of 1897, and continued below normal until the beginning of 1899.

"We go; back four years more and the chart shows the business of 1892, another presidential year, running about 10 per cent. above normal, and it continued about 10 per cent. above normal until the middle of 1893.

"The year 1888 began a little below normal. By June of that year it was about 8 per cent. below normal. From that point it moved steadily upward until it reached about 8 per cent. above normal near the end of the year. In other words, the business movement seemed to ignore the presidential election completely.

"In the year 1884 there is an interesting situation. Business had started downward the latter part of 1883. By the beginning of 1884 it was 10 per cent. below normal, but it came back a little up until the middle of the year, and then continued steadily downward until it reached nearly 20 per cent. below normal by the middle of 1885. The downward trend of 1884 continued.

"In 1880 business was approximately 10 per cent. above normal. It receded very slightly from this high point up to about the middle of the year, and went up slightly after the first of the following year, but the business of the year 1880 was all above normal and averaged about 10 per cent. above.

"With the exception of the unprecedented year of 1920, there have been five presidential years since 1880 when business was above normal and five presidential years when business was below normal. In all of these subnormal years except 1896 the business trend continued upward or downward right through the period of the election.

"Business in the year 1924 may be below normal; but if so, it will not be because a President is to be elected. It might be a year of real prosperity, but not because it is presidential year."

WHAT ARE YOUR VIEWS ON CO-OPERATIVE ADVERTISING TO BOOST THE CIGAR BUSINESS?

To the Cigar Trade:

While the responses thus far received to our circular letter of the twenty-fifth of April with respect to Co-operative Advertising to promote the cigar business are, with but few exceptions highly favorable for the inauguration of a Co-operative Advertising campaign, they are wholly insufficient in number as well as in volume of business represented to warrant the undertaking of such task.

Approximately 2000 copies of our circular letter of April 25th have been mailed to cigar manufacturers, cigar leaf concerns, machine companies, box makers, lithographers and others, and it is indeed extremely disappointing that less than fifty responses have been received.

Briefly if you have not the circular before you, we have asked for an expression of views of the trade on the question as to whether or not cigar manufacturers would be willing to tax themselves annually for a period of several years to the extent of five or ten cents per thousand cigars sold, while allied concerns should likewise tax themselves in fair proportions towards the establishment of a fund for the purpose of carrying on Co-operative Advertising to increase the popularity of cigar smoking.

Undoubtedly everyone of the recipients of our circular letter is deeply interested in the welfare of the cigar business and everyone is perhaps wondering why nothing is being done to provide a co-operative stimulus for the cigar business; yet, our simple request for a mere expression of opinion for the enlightenment of our Committee remains unanswered by over 95 per cent. of the concerns addressed by us.

Obviously no association or committee can undertake a Co-operative Advertising task without the whole-hearted support of at least a substantial portion of the industry. Nor can any country-wide activities be planned or carried on without such co-operation, and since it is hardly possible to ascertain the attitude of the trade in any other way than by what may be called a referendum, the very paucity of responses received is extremely discouraging.

Hence this follow up letter to further urge those who are interested in the welfare of the cigar business and who have not already responded to our circular letter of April 25th to favor us with a frank expression of their views, whether one way or the other, in order that we might have the necessary information for the planning of appropriate activities to further the interest of the cigar business.

And again we must say that such responses are in no way binding and are considered merely tentative for the proper guidance and enlightenment of our Committee.

TOBACCO MERCHANTS ASSOCIATION OF THE UNITED STATES.

LEVENTRITT RESIGNS FROM MANUS, MULLER & COMPANY

It is announced that Leo Leventritt has resigned from the leaf tobacco importing firm of Manus, Muller & Company as a result of a change in policy of that house. Mr. Leventritt has held an important executive position in the firm for about a year and a half and was engaged in the practice of law prior to that time. He has had many offers since it became known he would resign from Manus, Muller & Company, but he has not announced what his plans for the future are.

OUR DETROIT LETTER

Our Detroit letter is omitted in this issue on account of sickness in the family of our Detroit correspondent.

"UREA"—IDEAL FERTILIZER FOR TOBACCO MAY BE MADE AT MUSCLE SHOALS

Urea, the new nitrogenous fertilizer, which the Union Carbide Company proposes to produce at Nitrate Plant No. 2 if their offer to lease Muscle Shoals is accepted by the Government has been tested during the past four years by at least three different bureaus in the United States Department of Agriculture and by the New Jersey State Agricultural Experiment Station, according to statements by officials who conducted the tests.

In every case the conclusions reached agree in the main with the statement summarizing the experiments conducted by the Fixed Nitrogen Research Laboratory in conjunction with the Bureau of Plant Industry, both of the Department of Agriculture, that "Urea seemed to be as readily available as sodium nitrate and equally as good in all respects as any other material used. Since Urea is an excellent material physically and leaves neither a basic nor an acid residue in the soil it should prove to be an almost ideal nitrogen carrier for all types of soils."

Good for Tobacco

The effect of urea on tobacco was the subject of the tests made by Dr. W. W. Garner of the Tobacco Investigation Division of the Department of Agriculture. "Urea was found to be as good as any fertilizer used and developed no objectionable features," Dr. Garner said. "Although we experimented with only one kind of tobacco and limited our efforts to Southern Maryland I am convinced that it would produce good results with almost any kind of tobacco. Our product with Urea was of excellent quality, which is very important in the case of tobacco."

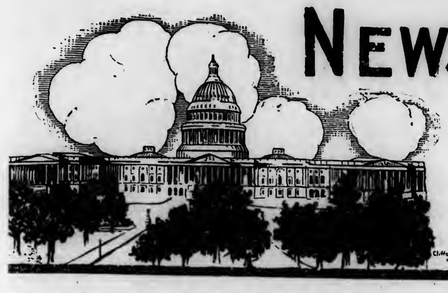
LORILLARD RIGHT TO "BEECH-NUT" UPHELD

Of intense interest to the cigar and tobacco industry is the opinion handed down on May 7th by Judge Lynch in the United States District Court of New Jersey covering the controversy between the Beech-Nut Packing Company and the P. Lorillard Company over the use of the word "Beech-Nut" for smoking tobacco and cigarettes. Judge Lynch stated that there should be a dismissal of the bill against the P. Lorillard Company.

Judge Lynch points out in his decision that trademarks are valuable. The P. Lorillard Company acquired the "Beech-Nut" title in 1911 when the United States Supreme Court dissolved the American Tobacco Company. It was established that about 1897 the Harry Weissinger Tobacco Company, of Kentucky, adopted the title "Beechnut," and by various transfers finally became the property of the P. Lorillard Company.

The plaintiff, the Beech-Nut Packing Company, failed to establish abandonment of the title merely because the hyphen was added and the label changed in 1915 when a scrap tobacco under that brand name was introduced. Judge Lynch admits the right of the owner of a trade name to redecorate or change a label, and since there was no attempt to imitate the labels of the Beech-Nut Packing Company there was no abandonment of the trade name itself simply through the addition of a hyphen.

The decision states that each party has a right to the use of the name, "Beech-Nut," for its distinctive products. This covers both tobacco and cigarettes.



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Senate Passes New Revenue Bill Without Making Any Changes in Tobacco Taxes

Washington, D. C.

THE present tobacco taxes will continue unchanged, the Senate on May 9 having passed the revenue bill without making any changes in those provisions dealing with rates on cigars, cigarettes or tobacco.

Several changes of a minor nature, one providing for two additional sizes of cigar packages, were made in the measure, but, on the whole, the tobacco industry will be affected only by the changes in the income, corporation and other general levies.

The passage of the measure through Congress has been watched by the tobacco industry with a fearful eye, principally because of the sudden effort made in the House to increase by $1 per thousand the tax on cigarettes. That tax, through the efforts of the Tobacco Merchants Association, was defeated but threw a decided scare into the industry, which felt that cigarettes already were paying all the tax they could bear.

The bill now goes to a conference committee, where the differences between the House and the Senate will be smoothed out. It will then be returned, with a conference report of explanation, to the two Houses for adoption, after which it will be sent to the President for approval. It is expected that no great time will be required to get the bill through the conference committee whose work, perhaps, will be hastened by the desire of Congress to adjourn as early in June as possible.

Fight for "Free Ports" is Making Progress

Washington, D. C.

A favorable report has been made by the Senate commerce committee on the bill providing foreign trade zones (free ports) in the United States for the purpose of encouraging the manufacture here for export of commodities made with imported materials.

Legislation of this nature has been sought from time to time since 1894, but has always failed to get through Congress. It is not likely that the present bill will pass at this session, but it may be taken up and advanced next session. Under it, foreign and domestic merchandise would be admitted to the free zone without duty, for manufacture and export. The free zone would supplant the drawback, acknowledged to be a cumbersome method of dealing with this branch of industry, and would also stimulate the growth of our transshipping business.

In its report, the committee declares that the establishment of foreign trade zones will not affect the principle or policy of protection to American industry and labor, but will aid in better carrying out that policy; will encourage the investment of American capital in new industries; will employ American labor in work and enterprise now carried on in foreign countries; will develop American business in foreign markets and foreign trades; will build up centers in the United States for the distribution of merchandise throughout the world; and will aid in the development and maintenance of an American merchant marine.

Postal Rates Not Likely to Be Increased During Present Session of Congress

It is not expected that any action will be taken during the present session of Congress toward increasing parcel post and other rates. This feature has been eliminated from the bill providing increased compensation for postal employees, of which it originally was a part. A new bill will be prepared to provide for increased postage rates.

The proposals for increasing rates have been under consideration by a sub-committee of the House post office committee and the matter has not yet come before the full committee as a concrete proposition. The Post Office Department has been asked to furnish certain information on which the new rates can be based, but it is not expected that this data will be received in time to permit the committee to do much with the legislation before the end of the session.

Several members of the committee are strongly in favor of increasing the parcel post, insurance and other rates, but sentiment differs as to the extent of such increases. One of the strongest supporters of increased rates is Representative Kelly of Pennsylvania, who has given the subject considerable study. It has been pointed out by him that the increases sought by the Post Office Department would not advance rates so greatly as to give the express companies any advantage. In fact, the increase would not run more than five cents on any parcel, and while this would be a very high percentage on parcels weighing one or two pounds and moving but short distances, it would be hardly noticeable on heavy, long-distance shipments.

Hearing of Interchangeable Mileage Case Again Postponed

Postponement of the hearings on the question of interchangeable mileage, which were to have begun on June 4, has been announced by the Interstate Commerce Commission. The new date for the hearings will be fixed later.

That the hearings now will not be held until September or October is indicated by the commission's

(*Continued on Page 19*)

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

SOME years ago John Wanamaker created a new department in his huge store, and he placed a friend of mine at its head. He told my friend to obtain plans and specifications for showcases and counters and submit the plans, together with the calculated costs. My friend did so, obtaining figures in oak, and, with considerable hesitation, the figures in mahogany.

Wanamaker studied them carefully, made a few suggestions and said, "Rosewood looks nicer than these other woods, did you get the figures on it?"

"No," said my friend, "Rosewood is so costly I hadn't the nerve."

"Get the figures," said John, and in spite of the great cost rosewood was installed.

Stop reading right here, kindly. Go out and look in your show window, and then come in and look critically over your store fixtures.

How do they impress you?

Honest Injun, how do they?

Are they spic and span, and high grade, and classy? Do they speak right out and say: "This store is the store of a high grade, ambitious, particular and successful business man? You can judge him, and judge his goods by us fixtures. And you can be absolutely sure that his goods are high grade, unadulterated, fresh, new, clean, dependable and one hundred per cent. satisfactory."

Think it over.

The world is full of day dreamers, and you'll find them, even in cigar stores. Some of them are bosses and some of them are clerks.

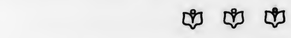
The world—the great, ignorant, thoughtless world—points the finger of scorn at dreamers, and says, with tongue in cheek, "They're nothing but dreamers; they'll never amount to anything." But the world is often wrong, believe me.

For all great men, and all successful men, were once dreamers. What differentiated them from the herd was, that after dreaming, THEY SET TO WORK TO MAKE THEIR DREAMS COME TRUE.

I encourage you to be a dreamer, therefore. Dream about building a successful BUSINESS, and at the same time building a successful MAN.

But for the love of Mike don't stop with the dreaming. Get busy, get discontented, get ambitious, get impatient, get dissatisfied, get to work, and with all your getting get the high resolve to make your dreams come true. Then go to it. And stick to it. Stick to it year in and year out; yea, all your life, till the cows come home, till the bell rings, till you go into a bigger, brighter and better world.

There you have a plan mapped out for your life, me boy, a plan worthy of you, worthy of any man, no matter how big, or talented, or great he may be. Follow the plan. Stick to the specifications, and men will be proud to say, "He's a friend of mine."



Yes, I'm going to confess that I am a trifle daffy on two or three subjects. I say this right out loud believing you will not think any the less of me for it. In fact it is one of the little streaks of human nature to like those chaps who have a few small amiable weaknesses. Makes them more human, you know, more likeable, more sociable, more like ourselves.

One of my daffy subjects is my liking for slogans. I just love good slogans; could eat 'em every meal for a whole year.

Here's an account of a man started a grocery on one thousand dollars capital. Now he's doing a big business and has money in two banks. He has about as nifty a slogan as I ever heard: "TURNOVERS INSTEAD OF LEFTOVERS." Ain't that a dandy? It will make anybody rich that will follow it.

Why don't you swipe it? Nobody will take it away from you, or sue you for petit larceny. And if it don't make your business more profitable I will hand you a big red apple on presentation of proof accompanied by affidavits that it didn't help you nary a bit.

I read in a technical report that the production of cigarettes for the first quarter of this year were 10 per cent. greater than a corresponding time last year, and 40 per cent. greater than the year before.

This is highly gratifying to the cigar dealer if it is not at the expense of other lines, particularly cigars.

But if it denotes a shift of popular favor from one line of smokes to another it does not fill us with bursting enthusiasm.

The cigar is a he-man's smoke. It is dignified, substantial, appropriate. It chords with the solid-looking appearance of a real man. It would be a loss and a shame to see it pushed out by the cigarette.

The cigarette, on the other hand, is appropriate for downy-lipped youth, with its lightness, its shallowness, its shiftlessness and such characteristics.

The trade should go ahead and supply cigarettes as called for, but their influence, suggestions and advertising should be largely in the direction of cigars. It is not only good business, but patriotism.

(*Continued on Page 20*)

A REAL SERVICE

MANUFACTURERS of Good Cigars cannot afford to deny their merchandise the benefits of all the valuable attributes possessed by SPANISH CEDAR—concededly the most preferable container material.

The SPANISH CEDAR CIGAR BOX is more than just a package medium. It somehow dissolves all rough raw and rank fermentation in tobacco, and infuses cigars with its mild characteristic fragrance which is virtually indispensable to every blend.

The "Package Problem", often a cause of despair to producers of high quality delicate merchandise, is completely and perfectly solved for the manufacturer of fine cigars who uses SPANISH CEDAR BOXES.

After all nothing satisfies like a good cigar

CONGRESSMAN ABERNETHY REAL CHAMPION

North Carolina, her industries. her fair women—and her tobacco—were "modestly" discussed in the House of Representatives recently by Congressman Abernethy of that State. Discussing the history of the State and its tremendous growth, Mr. Abernethy informed his colleagues of the number of industries in which the largest plant in the world was located in North Carolina and gave them a few statistics regarding production, among others that the State leads the world in the manufacture of tobacco, consuming one-fourth of all the tobacco used in manufacture in the entire country, pays one-fourth of all the tobacco taxes, and manufactures more cigarettes than any other State.

Running out of adjectives, the North Carolina Congressman quoted from the expressions of others regarding North Carolina products, and after dwelling upon the luscious North Carolina apple, the luxurious North Carolina towel and other commodities, quoted the following from a recent speech of C. A. Webb, of Asheville:

"If all the chewing tobacco manufactured in one year in North Carolina were made into one big, succulent plug, and a man standing on the top of Mount Mitchell bit a chew from its thick corner, his voracious chin would drop so far that it would break the back of a somnolent shark at the profoundest bottom of the Gulf of Mexico, while his anticipative mustache, standing out like the quills of a fretful porcupine, would make the silk-clad ankles of the flappers on New Jersey's northermost verandas shrinkingly suspect the sting and bite of a new and unconquerable mosquito."

The imaginative Mr. Webb also had the following modest sentence to relate regarding the North Carolina cigarette:

"If all the cigarettes manufactured in North Carolina in one year were rolled into one great, long cigarette, a young sport leaning nonchalantly against the South Pole would light it with the everlasting fire in the tail of Halley's swift and restless comet, use the starry dipper as its ash tray, blow smoke rings which, unbroken by all the hurricanes which lash the seven seas, would hide the circles around Saturn for a thousand years, and with the immeasurable inferno of its stub blot out and usurp the glowing fame and place of the hitherto quenchless morning star."

Hats off to North Carolina. With men who can talk like that in prohibition days, is it any wonder we walk a mile for a "Camel"?

BILL INTRODUCED TO PROHIBIT SOLICITING CAMPAIGN FUNDS FROM CORPORATIONS

Political parties would be prohibited from seeking or accepting campaign contributions from corporations, and corporations would be forbidden to make such contributions, in the case of congressional or presidential campaigns, under the terms of a bill which has been introduced in the House of Representatives by Congressman Christopherson, of South Dakota. Any person giving or receiving contributions in violation of the proposed law would be deemed guilty of a felony and, upon conviction thereof, punished by a fine of not to exceed $1000, or imprisonment for not to exceed one year, or both.

ANTWERP TOBACCO MARKET IN JANUARY AND FEBRUARY

Consul-General H. S. Fullerton, Antwerp, Belgium

Sales of leaf tobacco on the Antwerp market during January and February of this year were large. Kentucky fired and air-cured, as well as ordinary Kentucky lug tobaccos, were in demand. Tobaccos from Paraguay, Colombia, and San Domingo were also popular. Some speculation was noticeable.

Imports of leaf tobacco during January totaled 31,664 bales, 2884 hogsheads, 2317 packages, and 550 seroons. Of the baled tobacco, 40 per cent. came from Brazil, 25 per cent. from the Netherlands, 10 per cent. each from Germany and the Near East, and 3 per cent. from England, while the United States shipped only 284 bales. However, the United States supplied 61 per cent. of the total number of packages imported, 100 per cent. of the hogsheads, and 99 per cent. of the seroons.

Imports of leaf tobacco during February totaled 19,585 bales, 4549 packages, 508 hogsheads, and 1079 seroons. Of the total baled tobacco, Bulgaria and Greece supplied 36 per cent., Algeria and Brazil each 16 per cent., the Netherlands 10 per cent., and Manila 5 per cent. Only 144 bales of American tobacco were imported. Of the total number of imported packages, 75 per cent. came from England, while 100 per cent. of the hogsheads were shipped from the United States, and 100 per cent. of the seroons from Germany.

Prices everywhere increased because of the depreciation of the Belgian exchange. A decline in prices is expected, however, as the result of the enormous increase in production in the Balkans.

Considerable quantities went to German account, while Belgian buying was less active owing to the elevation of prices and the reduced purchasing power of the manufacturers.

LOAN TO TOBACCO MONOPOLY OF POLAND

Commercial Attaché Leighton W. Rogers, Warsaw

The loan of 400,000,000 lire, which was extended by the Banca Commerciale Italiana to Poland and secured by a portion of the property and profits of the Polish Tobacco Monopoly, does not include the possibility of American firms securing a share in the tobacco monopoly of Poland. In addition to the favorable rate of interest which the Italian syndicate obtained on this loan, which will yield almost 8 per cent., an obligation from Poland was secured by the syndicate to sell to the Polish Tobacco Monopoly 2,000,000 kilos of Italian cigarette tobacco annually.

CHEAP VIRGINIA TOBACCO IN DEMAND IN BREMEN

Imports of tobacco into Bremen during February totaled 22,810 bales, 630 cases, and 3276 barrels. Fifty-nine per cent. of the baled tobacco came from Brazil, 13 per cent. from Java and Sumatra, 9 per cent. from Santo Domingo, and 5 per cent. from Turkey.

The 630 cases imported were of the seed-leaf variety, while the barrel shipments consisted of American tobacco, 66 per cent. of which was Virginia and the remainder Kentucky, Maryland, and Ohio tobaccos.

Ike Steiner, genial member of the firm of Wm. Steiner, Sons & Company, New York lithographers, paid Philadelphia a visit last week. We hear that he is a golf enthusiast but you'll have to see Nelson Hirst or Elmer Jarrett for the score.

Light a Harvester Cigar
Perfecto 2 for 25c
A comfy chair—
your favorite paper—and
a HAR
cigar—
WIDE AWAKE
dealers place HARVESTER
CIGARS right in front of the show-case
where the best sellers are usually kept
THINK IT OVER
CONSOLIDATED CIGAR CORPORATION
Hecksher Bldg 5th Ave at 57th St
NEW YORK
Light a Harvester Cigar
De Luxe 15c
....It is surprising what influence a good cigar has over a man.
Light a Harvester Cigar
Light a Harvester Cigar
a moderately priced cigar of unusual quality.
Record Breaker 10c
The Harvester Cigar is made by Consolidated Cigar Corporation, N.Y.
Distributed by
A good cigar is one thing....a better cigar is another.
Light a Harvester Cigar
.... it is a better cigar, better made. It is a rare blend of selected imported tobaccos covered with shade-grown wrapper... a delightful combination!
CONSOLIDATED CIGAR CORPORATION

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

"It takes a Muriel to match a Muriel"

Made by
P. LORILLARD COMPANY
Established in 1760

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.

WINDSOR PENNA.

After all nothing satisfies like a good cigar

MERITAS COMMERCIAL COMPANY FORMED

The Meritas Commercial Company has been formed to take over the business conducted by the Manila Commercial Company, Incorporated. Headquarters are at 11 Water Street, New York, with Karl Nesslinger as president. The new company also acts as agent for the La Yebana Company, Incorporated.

INTRODUCING NEW SIZE OF "BLACKSTONE"

Waitt & Bond, manufacturers of the "Blackstone" cigar, Newark, N. J., are introducing a new size of that brand. It is a perfecto shape, retailing at 2 for 25 cents.

CIGAR STORE SERVICE THEY CAN SEE

Telling the Work for Them They Can Appreciate, Thereby Avoiding Use of Weasel Word

By M. B. Ainsworth

"Service" has become one of the weasel words of business and if not used carefully by tobacco dealers it can become a joke. As one writer said in the *Literary Review:*

"The play on 'Service' is being done to an ignominious death by 'the butcher, the baker and the candlestick maker.'"

What is service, anyway? "Every organization progresses in direct ratio to the amount and character of service it renders," wrote Roy Dickinson in *Printer's Ink*, "but service is an intangible thing to visualize to a larger number of people. It means one thing to one person and a totally different thing to another."

In discussing a Congressional report that forty-nine cents of the consumer's dollar goes to what is known as service, the *San Francisco Journal* said:

"Service is an elastic term that covers modern delivery systems, telephone orders, credit departments, fancy packages, welfare work, and a number of new-fangled notions listed under 'overhead.' Service is that department of human activity that has to do with the machinery of distribution, including the processes that reach from raw material to the finished product on the table or the back."

One of the best definitions given was by a writer in *The Chicago Journal of Commerce:*

"Service is the source of all profits in business. Without service there can be no business because business is itself a service, defined in the Encyclopedia of Religion and Ethics as 'the systematic attention to those affairs by which the necessaries and comforts of life are obtained and by which social organization is supported.'"

An interesting explanation was offered by Frederick J. Haskin, a Washington writer for hundreds of newspapers:

"If there is any word which characterizes the spirit of American business today, that word is 'service.' For the last ten years service has been the watchword and guiding star of a large part of the human activity in the United States. In the old days people used to be content with doing a sober day's work in the old accustomed ways. Then somebody discovered that the winner in business was the man who gave his customers a better appearing product, or made it more convenient for them to buy from him, or added more to their comfort and pleasure, than did his competitor. At that moment the modern American idea of service was born."

The word service has been so abused that tobacco dealers might take a tip from the Chicago candy store which advertised that it would "give you a few ideas of the meaning of that much abused word, 'service.'" The candy store then went on to state specifically what service would be performed.

And bear in mind that service is something that can be legitimately included in the cost, Professor Stewart P. Sherman, noted essayist says:

"Service does not cease to be service when it is remunerated. On the contrary, the world, as it grows wiser, will steadily insist on rewarding more amply all who know how to provide what it wants. . . . Furthermore, who bends his full strength to increasing the health and pleasurable life of men, sooner or later, will find in his work whatever it is, something

(*Continued on Page 18*)

Cinco is as standard as "roast beef, medium"

ALMOST any time of day that you go into a restaurant, you'll find a great many of the patrons enjoying "roast beef, medium".

Like as not, you'll order it yourself. You may spend a lot of time studying the French names on the menu—but when the waiter brings his pencil into action, it's an even chance you'll say: "roast beef, medium".

If it's your first visit to that particular restaurant, the likelihood of your choosing this dependable food is greatly increased.

Why is this so?

It's because you don't have to guess about roast beef. You KNOW you'll get your money's worth and enjoy your meal. It's standard the country over.

Same way with smokers. You'll hear a lot of discussion about fancy shapes and rare blends—but when it gets down to brass tacks, the average smoker picks Cinco. He KNOWS he'll get smoking pleasure and good value.

It's only natural, though, that Cinco should occupy this place in the appreciation of smokers. The Eisenlohrs have made BILLIONS of cigars since they started business more than 73 years ago. They learned, long ago, to cut out frills and concentrate on quality.

Cinco quality—backed by Cinco national advertising—full pages in color in The Saturday Evening Post every four weeks—constitute a powerful asset for the distributor.

OTTO EISENLOHR & BROS., Inc.
PHILADELPHIA

Cigar Manufacturers for Seventy-three Years

Cinco

After all nothing satisfies like a good cigar

CIGAR STORE SERVICE THEY CAN SEE

(*Continued from Page 16*)

of the peace and satisfaction of religious devotion.

". . . to save a man from death, or even to make him ecstatically happy once or twice, is a small service compared with making him comfortable and contented and civilized every day of his life."

How Hickey Brothers, of Davenport, Ia., make it plain to the tobacco users just what they mean by service:

"Twenty-two Years of Service"
From Hickey Brothers to You
FREE SERVICES LIKE THESE
Make Hickey Brothers a "Stop-In" Place for Everybody

To those who may not understand and appreciate the full scope of our FREE services we list them here:

1. Men's Rest Rooms—immaculately kept, with every detail for your convenience cared for.
2. Free Telephone Service—that enables you to call any place in the Tri-cities without charge.
3. Standard Time. Stop in or call us for the exact time.
4. Information Bureau. Our salespeople are trained and equipped to give you or get for you any information you may require.
5. Street Car Tickets. Without extra charge you can secure your street car tickets here.
6. Free Ice Cold Drinking Water.

These are but a few. They are representative. For daily many incidental things come to our attention whereby we may be of service to our patrons.

This Service is for You. We invite and urge that you use it.

HICKEY BROTHERS
CIGAR STORES

Where They Never Forget to Say "Thank You"

Number 75 of a Series of Facts and Figures
About Hickey Brothers
From Hickey Brothers to You
$500,000 in Pay Checks Cashed in Hickey Brothers Stores the first three months in 1924.

More than 20,000 individual pay checks, amounting to over FIVE HUNDRED THOUSAND DOLLARS, were cashed in our stores from January 1st to April 1st, 1924.

With the exception of the banks of Davenport no individual concern we know of is equipped to offer this Service.

And we do it without any extra cost to you whatsoever.

We believe this Service is appreciated. That it is constantly making new and better friends for the Hickey Brothers' Stores.

It is but one of the many ways in which we are seeking to serve our patrons. And that are making us, not merely a group of fine cigar stores, but an institution that renders a Service far and beyond the selling of quality merchandise.

Visit one of our stores tomorrow and learn to know us better.

HICKEY BROTHERS
CIGAR STORES
Where They Never Forget to Say "Thank You"
"Twenty-three Years of Service"

UNITED CHANGES STOCK VALUE

Papers have been filed with the Secretary of State in New Jersey by the United Cigar Stores Company, changing the par value of their stock from $100 to $25.

News from Congress

(*Continued from Page 11*)

announcement that all parties desiring to submit evidence should do so before August 15 and that rebuttal exhibits must be offered before September 1.

Senator Harris of Georgia, who has been prominent in Congress in fighting for the issuance of interchangeable mileage books, has asked the commission to explain the reason for the postponement, pointing out that this matter has now been pending for some two years and expressing the opinion that hearings should be held and the case closed with the least possible delay.

Investigator Recommends Abolishing Pullman Surcharge

Discontinuance of the surcharges collected for Pullman and similar accommodations is recommended in a report to the Interstate Commerce Commission by the examiner who has been investigating this subject on a plea for relief submitted by a number of travelers' and other business organizations. The Pullman surcharge was established in August, 1920, and added 50 per cent. to the amount charged for the space occupied by the passenger, the additional money going to the railroads to meet an increase in wages.

The report sets forth that, considering that the railroads are saved the capital invested in Pullman equipment and other facilities necessary to maintain the cars, and that most railroads are receiving substantial payments out of the charges collected for the Pullman service proper, it is believed that the time has come when the commission may well eliminate the charge.

Arguments in the case will be heard by the commission before a formal decision is rendered.

Bill Introduced to Safeguard Depositors in National Banks

Tobacco merchants and others who deposit their funds in national banks would be safeguarded against loss, under the terms of a bill which has just been introduced in the House of Representatives by Congressman Doyle, of Illinois, which would require all such banks to file with the treasurer of the United States a surety bond, with an approved surety company as surety thereon, for the full amount of all deposits.

Adoption of this measure would make impossible any losses to depositors through the failure of a national bank, since the treasurer at all times would have a bond for a sum sufficient to pay all depositors in full. It is declared by Representative Doyle that at the present time, in some sections of the country, there is a lack of confidence in the banks which is making possible the fleecing of the public by confidence men who urge their stocks as a safe investment. This feeling would be succeeded by one of security if the depositor was assured that his money was safe in the bank.

Amendment Proposed to Exempt From All Income Taxes Single Persons Making Under $2000 and Married Persons Making Under $3000

Amendment of the revenue law so as to exempt from all income taxes single persons whose net incomes do not exceed $2000 per annum and heads of families and married persons whose net incomes do not exceed $3000, has been proposed by Senator Harris, of Georgia.

The effect of this amendment would be to relieve 2,500,000 men and women, 57 per cent. of all the taxpayers, from the payment of income taxes. These taxpayers contribute individually but very little to the total income taxes collected, Senator Harris declares, the average return being $7.50 for a single person and $3.75 for heads of families and married persons, while the cost of collecting these taxes is about $6 for each taxpayer. The total revenue derived from this class of taxpayers by the Government is approximately $18,000,000, and the loss of this revenue would be largely offset by the great reduction in appropriations for salaries and other operating expenses of the income tax division of the Internal Revenue Bureau.

Senator Smoot Suggests Tightening of Restrictions as Regards Licensing of Customhouse Brokers

Washington, D. C.

The tightening of the restrictions surrounding the licensing of customhouse brokers is proposed by Senator Smoot, of Utah, who has announced that he will make an effort to secure the adoption by Congress before adjournment of a bill requiring the examination of not less than two officers or employees of any concern desiring to secure a license after adoption of the measure. The bill sponsored by Senator Smoot, however, will place no obstacles in the way of any person desiring to transact business pertaining to his own importations at any customhouse.

"Under the present law," the Senator pointed out, "it is possible for men who are not qualified to act in the capacity of customhouse broker to secure a license. The result is that he gets into trouble not only importers but exporters. Many times his advice is taken when it is wrong and the importer or exporter, as the case may be, is put to considerable unnecessary expense. It has developed also that in some instances frauds have occurred and only recently it was developed that a man had secured a license in order to get information to give to other people, making trouble between importers."

Question of Trade Association Activities Reopened by Secretary Hoover

The question of trade association activities, settled in a very unsatisfactory way by former Attorney General Daugherty, has been reopened by Secretary of Commerce Hoover, who has held several conferences with Attorney General Stone on the subject.

The former attorney general's decision that vital statistics of industries can be gathered only on the request and on the authority of a governmental agency, and distributed only through such an agency, was unsatisfactory alike to the business men of the country and to Secretary Hoover, who straightway announced his intention of continuing the statistical work he had inaugurated for a large number of industries.

The new attorney general has not yet rendered his decision, but it is understood that he is inclined to view the activities of trade associations more leniently than did his predecessor. It is believed that he will hold that trade associations may, without violating the decisions of the United States Supreme Court, gather, compile and exchange statistics, possibly under regulations which would prohibit any use of such statistics for purposes violating the anti-trust or unfair-competition laws.

PHILADELPHIA HAND MADE

"EVERY MAN'S SMOKE"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1924 requirements.

WE SPECIALIZE IN BOITE NATURE BOXES
First Class Cigar Boxes Guaranteed

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Business Building

(Continued from page 12)

Have you made a big mistake, committed some egregious blunder, performed some grossly careless act?

And did it almost cost you or your boss a large—a very large—sum of money?

Well, forget it. Don't let it prey on your mind. For if you are the right kind of a man it stamped itself so deeply on your brain that you will never repeat it as long as you live.

Did you make two or three little mistakes today? Or were you careless in several insignificant instances? Or were you thoughtless in word or deed? And were these slips so small that you have almost forgotten them? Don't forget them! Don't!

Recall them, every one of them. Think of them with sorrow and humiliation, with deep regret. Give yourself a severe call-down for every one. Impress them on your memory so deeply that you will never forget them, never repeat them.

For if you don't succeed in life, either as a merchant, or as a clerk, it will be because of many little mistakes, errors or indifferences, and not because of two or three big blunders.

Remember that little mistakes, unrepented, will become nest-eggs for many more little mistakes. And many little mistakes will breed several big mistakes. And these little ones, plus the big, will make a weight too heavy for you to carry.

Life isn't made up of big things. If it were we would all be heroes—or, we think we would be. But life consists of an infinite number of little things. If well performed, we are successful. If poorly done, we are a failure.

EFFECT OF GREEK EXPORT TAX ON UNITED STATES TOBACCO PURCHASES

C. E. Dickerson, Jr., Clerk to Trade Commissioner, Athens

The recent decision of the Greek Government to lower the export tax on tobacco has improved the outlook for the trade in this commodity with the United States, but the action does not insure the complete re-establishment of the former commercial intercourse. It is understood that during the last fifteen days American tobacco manufacturers have bought Bulgarian tobacco, in place of the Greek product, to the extent of $3,000,000.

The Russians, who for twenty-five years have tried to introduce their tobacco into the United States, have finally succeeded in their efforts, owing to the heavy taxation of the Greek Government which is thus also negatively favoring the Bulgarian interests. During the past year, importation of Bulgarian and Russian tobacco into America exceeded that of the preceding year by 2,500,000 kilos.

LENNEN & MITCHELL TO DIRECT AMERICAN TOBACCO COMPANY ADVERTISING

The American Tobacco Company has appointed the firm of Lennen & Mitchell, of New York City, to direct their advertising on "Pall Mall" cigarettes and their Humidor Sampler.

SUMATRA TOBACCO CROP

Vice-Consul Sydney B. Redecker, Medan

The tobacco crop produced in the Deli district during 1923 and now in course of shipment has amounted to approximately 205,000 to 207,000 bales of 80 kilos each. The exact figures as to production are not yet available. This is about 10,000 bales in excess of the quantity (195,000 bales) stipulated in the 1923 restriction agreement made by the Planters' Association representing estates producing 95 per cent. of the total Deli crop.

At a recent meeting in Amsterdam of the directors of the estates comprising the Planters' Association, it was decided to ship the excess tobacco and place it on the market during this year. The surplus quantity consists chiefly of the lower grades of tobacco, which it is believed can be marketed more advantageously in the Orient than elsewhere. The bulk of the crop, however, is being shipped to the Netherlands for auction in the usual manner in the Amsterdam market. The decision to sell the surplus crop is an exception to the usual practice of the estates as provided by the restriction agreement, which requires that any excess production will be destroyed or otherwise withheld from sale during the year when the crop is disposed of.

The quality of the crop is reported to be higher than usual as a result of good weather conditions. That is to say, that the percentage of the finer grades is somewhat above the average. Usually the percentage of the so-called "American grades" is somewhere around 20 per cent. the total crop, but it is believed that of the 1923 crop probably more than 25 per cent. will consist of the finer grades, for which the chief demand is usually in the United States.

The Planters' Association has recently agreed that the 1924 Deli tobacco crop be restricted to 195,000 bales with authorization to market an additional quantity, if produced, not in excess of 10 per cent. of this amount. This will bring the total possible Deli tobacco production for 1924 to 214,500 bales, an increase of 10 per cent. over the amount stipulated in the original restriction agreement for 1923.

NEW TURKISH MONOPOLY TO REPLACE THE REGIE

H. G. McMillan, Clerk to Trade Commissioner, Constantinople

The Turkish press recently published a statement to the effect that the Regie des Tabacs, which has the monopoly on the sale of manufactured tobaccos in Turkey, would be abolished in May, 1924. It has been reported that the present Angora Government is actively studying the tobacco situation with a view to establishing a Government monopoly to replace the Regie. Adil Bey, Commissary of the Bourse, has been instructed to make an exhaustive study of the present monopoly in Turkey and will also examine in detail the system of co-operative societies which is in vogue at Sofia, Bulgaria. In the latter country the state exercises only such control over the tobacco industry as is necessary for the effective collection of its excise taxes.

UNITED TO SELL SPORTS MAGAZINE

It is reported on good authority that the United Cigar Stores Company is considering the publication of a sporting magazine which will be sold exclusively through the 3000 stores of their chain in the United States.

The first edition is to be 130,000 copies and they have a reputation for not biting off more than they can chew.

MARKET FOR AMERICAN CIGARETTES IN EGYPT

The native Egyptian has always been a large consumer of tobacco but his tastes until recently have been almost exclusively confined to Turkish and other nearby tobaccos. In 1913 less than 79,000 pounds of manufactured tobacco, not including cigars, were imported, valued at 13,000 Turkish pounds ($65,159). During and subsequent to the war large quantities of cigarettes manufactured from Virginia tobacco were imported into Egypt for consumption by the British military forces stationed in the country. For instance, in 1920 and 1921 more than 660,000 pounds of cigarettes were shipped to Egypt, almost entirely from England. However, there followed a considerable slump, when only a little over 244,000 pounds entered in 1922 after the British war forces left.

Increasing Quantities of Virginia Tobacco Used

That the native Egyptian is smoking more and more Virginia tobacco is indicated by the fact that the 1923 imports increased 45 per cent. over the previous year, and since all of these cigarettes were shipped from the United Kingdom, it is very probable that they were manufactured from Virginia tobacco.

The most popular brands are being extensively advertised along with locally manufactured cigarettes. Bill posters and store window displays in both English and Arabic are commonly used, while some of the larger cigarette importers have established regular automobile delivery systems whereby large quantities of cigarettes are delivered from Alexandria to the small interior native cities.

SURPLUS TOBACCO IN YUGOSLAVIA

The 1923 tobacco crop in Yugoslavia is reported at 41,800,000 pounds. So far about 30,800,000 pounds have been purchased by the monopoly.

Negotiations are in progress to sell to Italy and Czechoslovakia a part of the surplus of the 1923 crop. It is estimated that the quantity available for export this year will be between 5000 and 6000 metric tons. The director general of the monopolies is anxious to sell a part of this surplus to American firms and would like to receive offers from American purchasers. The crop will be ready for export during the autumn and can be sold either in leaf or cut for cigarettes. The tobacco sold will be that grown in Macedonia and Herzegovina.

Statistics show that the gross receipts from the tobacco monopoly for 1922 and 1923 were 910,700,292 dinars and 1,408,261,760 dinars, respectively.

TOBACCO MANUFACTURING IN IRELAND

Three English tobacco manufacturing firms have established factories in Dublin, as the result of the imposition of a duty on manufactured tobacco and cigarettes imported into the Irish Free State from Great Britain. With these plants in full operation, Dublin will be in a position to supply the major portion of the domestic requirements, and direct imports of leaf tobacco will probably increase with the establishment of adequate facilities for handling.

SCHWARZKOPF & RÜCKERT REORGANIZE

Schwarzkopf-Rückert Company, Incorporated, cigar box makers, have incorporated in the city of New York with 1000 shares of preferred stock at $100 each, and 2000 shares of common stock of no par value. The incorporators are O. Rückert, M. Vogel, and J. Grieser, and the new firm is successor to the old firm of Schwarzkopf & Rückert. It is understood Oscar Rückert is president of the new firm.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

ARTERIAL HIGHWAY:—43,778. For cigars. May 1, 1924. Morris Prest, Milwaukee, Wis.

WALTER NEWBERRY:—43,781. For all tobacco products. May 2, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

ALLOWANCE:—43,783. For cigars. May 6, 1924. John D. Jarrett, Fort Worth, Texas.

TWIN BORO:—43,784. For cigars and cigarettes. March 24, 1924. George Arzberger, Brooklyn, N. Y.

ZENA:—43,785. For all tobacco products. November 24, 1922. American Box Supply Co., Detroit, Mich. This certificate is issued upon presentation made to us that the trade-mark herein specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by the registrant by a transfer from The American Tobacco Co., New York, N. Y., November 13, 1922.

MACKS EXTRA:—43,786. For all tobacco products. March 29, 1924. J. A. McAdoo, Charlotte, N. C.

DAN RICE:—43,787. For cigars. March 29, 1924. American Box Supply Co., Detroit, Mich.

CORINTHIAN:—43,789. For pipes. May 12, 1924. H. Sutliff Pipe Shop, San Francisco, Cal.

DONNYBROOK:—43,790. For pipes. May 12, 1924. H. Sutliff Pipe Shop, San Francisco, Cal.

RENEWAL

TIGER HEAD:—43,788. For fine cut chewing and smoking tobacco, all kinds. Registered May 9, 1924, by Rohde & Co., Cincinnati, Ohio. (Originally registered on April 26, 1902.)

TRANSFERS

COLONEL J. J. ASTOR:—20,088 (Tobacco Journal). For cigars. Registered May 12, 1898, by L. E. Neumann & Co., New York City. Transferred November 8, 1901, to Heitmann-Klout Co., Dayton, Ohio, and re-transferred by Louis Heitmann Co., Dayton, Ohio, successors to Heitmann-Klout Co., to the American Box Supply Co., Detroit, Mich., February 14, 1922.

JOHNNIE WALKER:—35,710 (United Registration Bureau); **19,929** (Tobacco World). For cigars, cigarettes, cheroots and tobacco. Registered March 25, 1910, and April 1, 1910, respectively, by the American Litho. Co., New York City. Through mesne transfers acquired (for cigars only) by Menendez Bros., Sanford, Fla., on December 5, 1923, and re transferred to J. M. Menendez, Sanford, Fla., April 26, 1924.

SCANDINAVIAN CLUB:—42,038 (Tobacco Merchants Association). For cigars. Registered March 3, 1921, by Okray & Vanderlinden, Milwaukee, Wis. Transferred to Okray & Dhein, Milwaukee, Wis.

LA OVETENSA:—29,087 (Tobacco Leaf). For cigars, cigarettes and tobacco. Registered February 4, 1905, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by Ramon Suarez & Co., Chicago, Ill., and re-transferred to Fernando Alvarez & Co., Chicago, Ill, April 26, 1924.

CEDELLA:—18,641 (Tobacco Journal). For cigars. Registered September 5, 1896, by Witsch & Schmitt, New York City. Through mesne transfers acquired by Wiedmann-St. Louis Cigar Box Co., St. Louis, Mo., and re-transferred to Chas. Mueller, St. Louis, Mo., May 2, 1924.

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

DON'T LET CONGRESS CRUCIFY INDUSTRY

Business-like Counsel Needed to Guide Legislators

Under the main heading given above, Mr. John M. Glenn, secretary of the Illinois Manufacturers' Association, in a special bulletin issued by them, draws attention to the fact that business is being attacked on every hand by Congress. He says that the situation is extremely serious and that business men are asleep. He draws attention to the fact that there are at least five bills on the road to passage, which if not properly amended will work great hardship on the industries and bring about stagnation of business.

One of the measures which will have a big effect on industry is the proposal of Congressman Paige which proposes to increase by 200 per cent. parcel post rates.

If this measure is given the mature consideration that it deserves and legislators are impressed with the importance of handling the matter in a business-like way, there is little danger that it will be passed in its present form. But, if, due to hurried measures or undue pressure being brought to bear on the legislators, or the indifference of those interested, the measure is presented at a time when speed is being urged on Congress, there is a grave likelihood that it will be passed in its present form and disaster result.

The news flashed over the wires to the newspapers that Congress is preparing for all-night sessions to pass much-needed legislation, such as the Mellon Tax Reduction Bill, indicates a sincere desire for real accomplishment.

There has been too much delay on the part of Congress; now there is a feverish rush to catch up with much-needed legislation.

Our legislators are confronted with a dilemma—so many interests are clamoring for attention and the needs of the various classes are urgent. Apparently, the only way to get things done is to "rush them through."

Everybody is asking Congress to "get something done." Under pressure of this kind, it is easily possible that the Paige bill, which offers such an easy solution of the matter by increasing parcel post rates and other postage items, will be passed through without mature consideration.

We have previously explained why these bills are unfair and how they would work great damage to business and the prosperity of the country generally.

To lay a burden of $150,000,000 on the farmer buyer at the present time would practically cripple his purchasing power. To tax $150,000,000 on one department of industry would result in stagnation of business in that industry. To attempt to operate a department of the post office with the rates increased as much as 200 per cent. would practically put that department out of business.

Your legislators need the counsel of clear-thinking men. Write to them, pointing out the efficient, business-like way to meet this situation—as the Postmaster General suggests—wait for his department report before taking hasty action.

After all nothing satisfies like a good cigar

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO.

286.89
T55T

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Meet The Man Who Handles Manilas

Constantly throughout the country now there is inquiry for the better cigars from the Philippines.

Smokers are becoming more appreciative of Manilas.

They can see the quality.
They realize how great the value is.

All long filler, strictly hand made by the Spanish method, Manilas challenge comparison with more expensive cigars from other places. Mild, free burning, piquant, Isabela tobacco appeals to men who know. Filipino makers excel in workmanship. Manila cigar factories are as fine, clean and sanitary as any in the world.

Manila popularity is not confined to Class A.

Live dealers find it profitable to feature dependable brands in various sizes.

Placing Manilas in the show case puts money in the retailer's pocket.

Build Business On Standard Brands

List of Manila factories on application.

Names of importers cheerfully given.
Further information supplied on request.

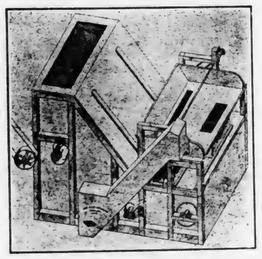
Manila Ad. Agency,
(C. A. Bond, Mgr.)
15 William St.,
New York City

JUNE 1, 1924

VOLUME 44 No. 11

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter, and new price

Cigar Manufacturers Making Short Filler
CIGARS
Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company
YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

AT ATLANTIC CITY

A Sign 250 Feet Long

The 18,000,000 people who go to Atlantic City each year by train

And the millions of others who go there by auto

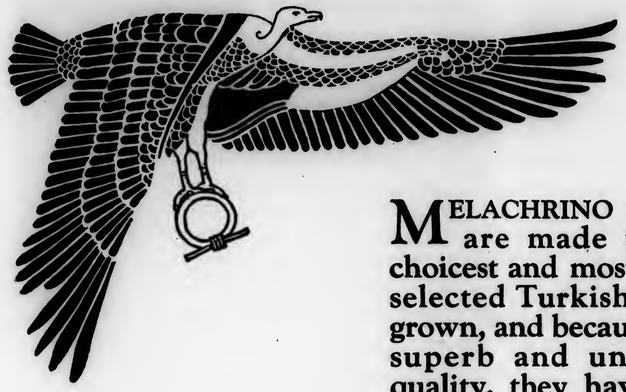
Will all get this message—"The Best Cigars Are Packed in Wooden Boxes"—from our new giant sign which stands 30 feet high and 250 feet long on the meadows, within a mile and a half from the Railroad Terminals.

Why not pack your cigars in wooden boxes and reap the benefits of this campaign?

Haven't you too noticed that already everybody is saying, "The Best Cigars Are Packed in Wooden Boxes".

After all nothing satisfies like a good cigar

"The Best Cigars are Packed in Wooden Boxes"



MELACHRINO cigarettes are made from the choicest and most carefully selected Turkish tobaccos grown, and because of their superb and unchanging quality, they have had no rival for forty-three years.

ORIGINAL

MELACHRINO

"The One Cigarette Sold the World Over"

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President

CIGAR BOXES

QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Mild! After all nothing satisfies like a good cigar

The new
LA TOSELLA
BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOBROW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

CHARLES THOMSON

"The Money's Worth Cigar"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166

MAKERS OF:

Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—TEN BALES OF FLORIDA WRAPPERS, 14 to 18 inch. Light colors. A bargain. More than I can use. Edwards Cigar Co., Americus, Ga.

ONE HUNDRED CASES GOOD CLEAN SIFTINGS. Address John H. Baker Tobacco Co., Queen and York Streets, York, Pa.

WISCONSIN TOBACCO FOR SALE.—Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Co., Wis. L. G. Anderson, 2127 Iowa St., Chicago, Ill.

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 44 JUNE 1, 1924 No. 11

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY

THE BOND SALESMAN

Men who know values quickly appreciate quality. They realize that

FRESH *Tuxedo*

is the greatest tobacco value ever offered.

NOW 12¢

Guaranteed by
The American Tobacco Co.
INCORPORATED

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

LA PALINA
CIGAR
IT'S JAVA WRAPPED

Volume 44

THE TOBACCO WORLD

Established 1881

Number 11

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 1, 1924 Foreign $3.50

EDITORIAL COMMENT

IT IS evident from the responses received thus far by Managing Director Dushkind, of the Tobacco Merchants' Association, regarding the question of co-operative advertising to aid the cigar, that the rank and file of small cigar manufacturers are indifferent to it. This is all the more astonishing as "the small cigar manufacturer" has aroused a lot of sympathy for himself in several different directions, during the recent period of consolidations and the onward march of progressive firms with national advertising behind their brands.

Now it is just possible if the seven or eight thousand small cigar manufacturers would show an inclination to help themselves by offering to support a co-operative advertising campaign, that some of the larger manufacturers will come along and put their shoulder to the wheel, too, and more important, their pocketbooks. So if you believe in such a plan, write to the Tobacco Merchants' Association, 5 Beekman Street, New York, without delay.

Don't delay expressing yourself because Managing Director Dushkind has set June 10th as a tentative date for the cigar manufacturers to meet in New York and discuss the co-operative advertising question. In all probability a decision will be made. Now is the time for the small cigar manufacturer to lift up his voice if he has hopes for the future of his business.

There are two points that may be worth a reference if our cigar manufacturing friends who make, say five million or less cigars a year, have time to read.

When cigar sales are dull, there are always plenty of nationally known and popular brands to be had. The retailer follows the lines of least resistance. *They* are the brands he buys. He does not stock the unknown brands to any extent. If he does it is because the price has been made attractive. It is an admitted fact that the unadvertised brand of the identical quality as the advertised brand, cannot command as good a price from either the jobber or retailer as the advertised brand.

When business is booming and cigars are selling rapidly, every good cigar has a chance to create a market. This is because the steady sellers are never able to fill their orders in a rush period that lasts for any length of time. Then other good cigars get their chance.

Co-operative advertising has for its object, popularizing cigar smoking and booming the cigar business. If this will bring about better cigar business every cigar manufacturer in the country ought to urge for a fair trial of such a plan.

We want to hand out a couple of examples of the power of advertising. Not fairy stories but true facts about the average normal firm that makes a good product and backs it up with good advertising.

While we were looking for them, B. C. Forbes came along and left these with us.

The turnover value of the well-advertised and slightly advertised product to the retailer is demonstrated by the experience of a group of retail stores in Chicago which made such a test. Pancake flour was chosen as the product. "Aunt Jemina's" and three other slightly advertised brands were stocked. The test covered a period of nine months. No effort was made by the clerk to sell any particular brand. The customer had to ask for the brand she wanted. The result was that 1010 cases of pancake flour were sold in nine months. Seventy-two and one-half per cent. of this amount was "Aunt Jemina's," 15 per cent., slightly advertised brand No. 1, 7¼ per cent., brand No. 2, 5 per cent. was brand No. 3. Well, it looks as if the advertiesd brand stands pretty good with customers.

Now, to bring this right down to the cigar business let us see what the Chicago *Tribune* says about "White Owl." As the result of a survey the statement is made by that newspaper that "White Owl" with seventy-two competitors at the same price, led in distribution in its class in 90 per cent. of the stores. *It was the best seller in 69 per cent. of the stores.* If the manufacturers ever really start advertising "White Owl" in Chicago, we want to see the score.

Does advertising increase sales? Well, here's the Fuller Brush Company that spent $2500 in advertis-

(Continued on Page 8)

PHILADELPHIA.

PENT RETURNS FROM TRIP

Howard F. Pent, president of the Coraza Cigar Company, manufacturers of the "Marshall Field" cigar, has returned from an extended trip through the Middle West in the interest of his brands. Mr. Pent reports that prospects are bright for his brand as it is well placed already and becoming more and more popular with the smokers.

FIRE DAMAGES FINKELMAN'S STORE

Fire broke out in the building occupied by Finkelman Brothers, at the southeast corner of Fifth and Market Streets, late last week and considerable damage was done to their new cigar stand recently opened on the first floor of the building. The fire was confined to the upper floors of the building and the damage to Finkelman's stock was due to water.

NEW STORE AT FRONT AND CHESTNUT

About June 1st there will be opened a drug store on the southwest corner of Front and Chestnut Streets. This store will be known as the Merchants' Drug Store and will have a cigar department.

Editorial Comment

(*Continued from Page 7*)

ing in 1914 and did $259,900 worth of business. In 1922 they spent $434,900 and did a business of $11,452,400!

Now as to co-operative advertising, ask any reliable advertising agency about the increase in this field and of the growth reported by the industries doing it.

Sheet steel is a sort of prosaic and stolid proposition, at first glance, for a co-operative advertising campaign. Be that as it may, the sheet steel industry has awakened to the value of advertising, and is about to invest $1,000,000 in co-operative publicity to stimulate business.

Certainly it is time for the cigar industry as a whole to wake up to modern and progressive methods of business building. Show your approval of this plan for a *resurrection* by writing the Tobacco Merchants' Association immediately.

LOCAL TRADE NOTES

A new five-cent brand of cigars has been placed on the market recently by the Delphia Cigar Company. It is called "Tedello Teds."

John B. Thatcher, president of the American Box Supply Company, Detroit, Mich., who has been on an extended trip in the East, visited Philadelphia last week.

Shipton & Payne, North Fifth Street jobbers, have recently added the "Tampa Monarch" brand for distribution in this territory. The cigar is manufactured by the Tampa Cigar Company, Tampa, Fla.

H. L. Bush, representing the Liberman Manufacturing Company, of this city, makers of automatic bunch machines, and other cigar-making machinery, is home from southern territory for a few weeks. Mr. Bush states that their equipment is meeting with success wherever placed.

SMOKING BANNED IN PRINCETON MOVIES

After July 1st there will be no more smoking in the moving picture theatres in Princeton. The managers have heretofore allowed patrons to smoke during the first evening performance, thus allowing students of the college to enjoy their favorite smoke immediately after dinner and visit the movies at the same time, but the local police and fire officials have decided that this is an unsafe practice and therefore must be discontinued after July 1.

CIGAR MANUFACTURERS TO DISCUSS ADVERTISING

According to an announcement, Mr. Charles Dushkind, managing director of the Tobacco Merchants' Association, has set a tentative date for cigar manufacturers to meet and discuss plans for the co-operative advertising of cigars. The date is Tuesday, June 10, and will be held at the Tobacco Merchants' Association headquarters, at 5 Beekman Street, New York City. Bulletins describing the plan have been mailed previously by the Tobacco Merchants' Association and many responses have been received but all manufacturers are urged to have a representative at the coming meeting when something definite may be evolved for increasing the consumption of cigars, through an educational campaign.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Employment and Payroll Satistics Reflect Business Conditions in Tobacco Industry

Both employment and payroll expenses in the tobacco industry reflect the downward trend manifested by 80 per cent. of the manufacturing industries of the United States, it is pointed out by the Bureau of Labor Statistics, the number of employees in April being 3.3 per cent. less than in March, while the weekly payroll was 8.4 per cent. less.

Reports to the bureau from thirty-four establishments engaged in the manufacture of chewing and smoking tobacco show a reduction of 1.6 per cent. in the number of employees and 11.2 per cent. in the weekly payroll, 7784 employees receiving $116,438 for one week in April, against 7908 employees receiving $131,071 for one week in March.

Returns from 178 cigar and cigarette manufacturing establishments show a reduction of 3.7 per cent. in the number of employees, 30,891 being at work in April as compared with 32,068 in March, and a reduction of 7.8 per cent. in the weekly payroll, from $597,017 in March, to $550,453 in April.

As compared with April, 1923, the chewing and smoking tobacco industry showed three-tenths of 1 per cent. fewer employees and an increase of 5.1 per cent. in the weekly payroll, while the cigar and cigarette industry showed a reduction of 6.5 per cent. in employment and 7.9 per cent. in payroll. The per capita earnings of employees in the tobacco industry were 9.7 per cent. less in April than in March, but 5.4 per cent. greater than in April, 1923, while in the cigar and cigarette industry they were 4.3 per cent. less than in March, and 1.5 per cent. less than in the preceding April.

House Committee Reports Favorably on Commercial Arbitration Bill

The commercial arbitration bill introduced in Congress by Representative Mills, of New York, which is designed to provide a Federal statute covering the arbitration of disputes in interstate commerce instead of bringing them into the courts, has been favorably reported by the House Judiciary Committee.

The bill was drawn by a special committee of the American Bar Association, and has been strongly endorsed by various trade associations in view of the success that has been met with in arbitrating commercial disputes under various state statutes. The law is designed to save the time and expense of legal action and does not hit the business man, being compulsory only when a definite agreement to arbitrate exists.

Exports for Current Fiscal Year Well Over Last Year

Exports during the fiscal year which ends June 30 will probably be nearly a half-billion dollars greater than during the fiscal year 1923, while imports will be slightly less than those of last year, according to figures just published by the Department of Commerce, covering the ten months ended with April.

Exports during the month of April totaled $348,000,000, an increase of approximately $18,000,000 as compared with those of the preceding month and $23,000,000 greater than for the same month last year. Imports totaled $324,000,000, an increase of about $4,000,000 over March but $40,000,000 below those of the preceding April.

For the ten-month period ended with April, exports totaled $3,670,938,080, which was $350,000,000 more than for the corresponding period of the preceding fiscal year, and within $300,000,000 of the total for the entire fiscal year 1923. For the same period, imports totaled $2,977,077,487, or about $100,000,000 less than for the corresponding period in the previous year and $800,000,000 less than for the twelve months ended with last June.

The balance of trade in favor of the United States so far this year is $693,860,593, against $232,230,876 for the same period of the previous year.

Senate Ratifies Convention With Costa Rica

The Senate has ratified a convention between the United States and Costa Rica, under which commercial travelers from either of the contracting countries may make business and selling trips throughout the entire jurisdiction of the other upon the payment of a single license fee.

The purpose of the convention, which is one of a number to be entered into by the United States with various Latin-American countries, is to eliminate the license and other regulations which make business in some countries difficult for American salesmen. At the present time, in some South American countries, a new license is required by each State and the other regulations regarding commercial travelers also vary from State to State.

The new convention provides not only for one license, good throughout the entire country, but also for the entry without payment of duty, under bond, of salesmen's samples, and also for the sale of such samples by the commercial traveler without his being required first to secure an importer's license, duty being payable only upon such samples taken into the country by the salesman as do not accompany him when he leaves.

(*Continued on Page 10*)

News from Congress

(*Continued from Page 9*)

Revenue Receipts Running Well Ahead of Last Year

Tax receipts are running well ahead of those for last year, according to reports received by the Bureau of Internal Revenue, and, as much of the reduction provided in the new revenue law will not become effective until after the close of the fiscal year, it is expected that the revenues for the year will be very nearly $230,000,000 above those of the previous year.

For the month of April, tax receipts from all sources totaled $124,176,661, and for the ten months ended with April, $2,270,979,926. The total for the ten-month period was $227,839,395 greater than for the same period in the last fiscal year.

Receipts from the tobacco taxes during the month totaled $25,325,796, an increase of $1,334,116 over the same month of 1923, and for the ten-month period to $267,028,665, an increase of $13,384,437 over the corresponding period last year. As the new tax bill makes no changes in these taxes, a large part of the Government tax revenues will come from the tobacco industry.

The tax reduction bill, as it went to the President, in 1925 will reduce revenues, it is estimated, by $445,720,000, but will still be sufficient to cover all rational Government expenditures. After the smoke of debate cleared away it was found that the contention of $100,000,000 deficit was unfounded and that there would probably be, instead, a surplus of $2,000,000, without, of course, allowing for bonus payments or unexpected appropriations made by Congress.

Bill to Permit Transmission of Unstamped First-Class Mail Would Open Way for Abuse

The transmission of unstamped first-class mail matter, the postage to be collected from the addressee upon delivery, as proposed in a bill which has been passed by the Senate and is now before the House of Representatives, would open the way for serious abuses, according to Postmaster General New, who, in a letter to the House Post Office Committee, opposes adoption of this measure.

There is already an abuse of the postal privileges in the mailing of matter with insufficient postage, requiring the collection of additional postage from the addressee, the Postmaster General points out, and a great volume of additional clerical work would be imposed upon the department under the proposed legislation, as well as opening the way for the pilfering of stamps by clerks in business houses and abuse of the regulations by persons who wished to impose the postage burden upon their correspondents. The department would prefer to return short-paid mail to the sender, as unpaid matter now is returned, rather than collect postage upon delivery, as such a procedure would not only relieve the postal service of a great deal of unnecessary work, but would educate patrons of the mails to fully prepay their letters and packages.

In view of the attitude of the Postmaster General, it is doubtful if the bill will pass at this session.

FRED COOPER PASSES AWAY

FRED COOPER.

The cigar fraternity was greatly shocked to hear of the death of one of its dearest and most estimable supporters, Fred Cooper, who passed on to the great beyond on May 3d, at Providence Hospital. Mr. Cooper was known throughout the country and was one of the best liked retail men in this section of the Middle West. He had a host of friends in every walk of life. For a great many years Mr. Cooper was manager of the cigar department of the old Ponchartrain Hotel. After this building was razed for a modern skyscraper, Mr. Cooper purchased the cigar stand in the Normandie Hotel, which he operated for several years. When the Detroit Union League Club was organized, Mr. Cooper took charge of the cigar department there, and was later promoted to assistant manager, which position he held up to the time of his demise. Mr. Cooper was in the fifty-ninth year of his life and is survived by one brother, who resides in New York City.

ALL SET FOR NATIONAL CIGAR LEAF CONVENTION

Plans for the National Cigar Leaf Association Convention to be held in Lancaster, Pa., on Monday and Tuesday, June 2d and 3d, are about completed and a good time is premised all who attend.

The Lancaster Leaf Tobacco Board of Trade will be the host, and they have promised to make this event the best ever.

Last reports were that reservations were coming in to the Lancaster hotels in great volume and it is likely some of the late comers will be unable to find accommodations.

Following is the program of the convention:

Monday, June 2:
Business Meeting, 9.30 A. M., Stevens House.
Outing, 4 P. M., Lancaster Gun Club.
Supper, 5.30 P. M., Lancaster Gun Club.

Tuesday, June 3:
Business Meeting, 9.30 A. M., Stevens House.
Banquet, 7 P. M., Stevens House.

It is probable that the color question (of wrappers), will be brought up for discussion as well as the co-operative advertising plan to increase the consumption of cigars.

Stick to the Genuine

But don't stick it on to something else if you want Right Results.

The use of thin veneers or the insertion of linings or boards with other materials is an ingenious but very doubtful effort to reap the benefits of the SOLID SPANISH CEDAR CIGAR BOX.

By the time the bit of the genuine is through trying to kill the taste of other woods, tin, solder, glue, etc., it has little if any of its merits left for the Cigars.

For Genuine Satisfaction, use GENUINE SPANISH CEDAR CIGAR BOXES.

After all nothing satisfies like a good cigar

DETROIT

Detroit Weather Causes Slump in Business—Geo. Becker Makes Initial Visit to Detroit for Grosvenor, Nicholas —Watkins Stores Take on "La Primadora"— "Girard" Representative Makes Call—Charlie Lamb Resigns From Peninsular

Detroit, Mich., May 25, 1924.

DETROIT retailers have reported a falling off of business during the past month. The weather man has been unusually mean to us and the month of May has been disagreeable with spells of wet and cold weather. Our spring sunshine seems to be in the far distant, but the retailers are living in hopes, that the straw hats and cigar smokers will soon be seen on our main stem. The Tigers are on an eastern trip and are in a batting slump, so we all feel blue. But, however boys, brace up, the comets are coming this summer, according to the astronomers and the tails are going to be flopping all around us.

George Becker made his first visit to Detroit last week, representing his new connection, Grosvenor, Nicholas & Company, Incorporated, of New York, N. Y. George is known as the king in the imported cigar business and is well versed in all particulars appertaining to the business. George stands ace high with the stewards and managers of the leading clubs throughout the Middle West, as well as all the principal retailers. His brands, whatever they may be, are always in the limelight. I am informed by good authority that he made a clean-up on imported goods here. Some very fat and juicy orders were sent from here to friend firm in the East.

M. G. Bloom, representing Max Schwarz, New York City, manufacturer of the famous "La Primadora" clear Havana cigars, a product of supreme quality, was with us last week. While here Mr. Bloom placed the "La Primadora" cigar with the Watkins Cigar Stores Company, who will feature this high-grade cigar in many shapes and sizes. The "La Primadora" is nationally known as a high-grade product and enjoys a tremendous sale in the eastern cities.

Colonel David H. Moulsdale, of Sanchez & Haya Company, Tampa, Fla., manufacturers of the famous "Sanchez & Haya" clear Havana cigars, spent a few days with us last week. The Colonel was looking as fit as a fiddle and the picture of health. Having just returned from the South, where he had been enjoying the sunshine and roses, the Colonel spoke ill of Detroit's spring weather. It rained every day he was here and all he had to do was to hang around and write up orders. It was too wet to do anything and wet goods were scarce.

Ben J. Straus, of A. Santella & Company, manufacturers of "Optimo" cigars, called on the trade here last week and reported a very satisfactory business all along the line covered.

M. Mona Lesser, of the Standard Cigar Company, manufacturers of "Dry Slitz" stogies, was here last week conferring with his distributor.

J. M. Cuyar, representing Andres Diaz & Company, manufacturers of Havana cigars, Tampa, Fla., was with us for a few days last week. J. M. reported business conditions around the sections covered as being very good.

Val. G. Keogh, of the Preferred Havana Tobacco Company, New York, N. Y., called on the trade here last week in the interest of his many brands.

J. C. Tebo, representing the Hav-A-Tampa Cigar Company, Tampa, Fla. has been working the city trade perfecting the distribution of the "Hav-A-Tampa" cigars. his brand has been enjoying a very nice sale on the Detroit market and according to the reports of the dealers, they have many regular smokers on the brand.

E. T. Leguilion, representing the Juan F. Portuondo Cigar Manufacturing Company, Philadelphia, Pa., was on the list of out of town visitors who called on the trade here last week.

M. S. Levy, of the Porto Rican-American Tobacco Company, was in town last week looking after the interests of his company's brands.

Emmet Walsh, manager of the cigar department of Park, Tilford Company, New York, N. Y., has been looking over conditions here, regarding the P. & K. brands. Harry Bassett, western representative for P. & K., made the rounds with Emmet, in hitting the high spots.

J. M. Fleischman, representing Villazon & Company, Tampa manufacturers, gave the city the once-over last week. J. M. reported business as being very good all along the route covered this trip.

Lew Roberts, western representative of Antonio Roig & Langsdorf, manufacturers of the famous "Girard" cigars, was on the list of visitors here last week. The Howes-Shoemaker Company are the local distributors of the "Girard" cigar, which is enjoying a very fine repeat business in all sections of the city.

Herbert V. Mesick, Middle West representative of Cuesta, Rey & Company, Tampa, Fla., manufacturers of bonded clear Havana cigars, called on the leading retailers and clubs here last week and reported a very satisfactory business. Herb said he was feeling fine and dandy, and that he was happy over the way his brand is repeating in every section.

(Continued on Page 16.)

The 5c Cigar

You can make it at a Profit

The solution lies in the use of labor saving machinery such as the Model L Universal Short Filler Bunch Machine.

For example: Manufacturers today are paying anywhere from $2.50 to $3.50 per thousand for bunch making, either straight hand work or using small hand devices. Figuring on this basis, the Model L Short Filler Bunching Machine will show up as follows:

	Cost per M
Present hand method - -	$2.50
Model L Machine method - -	.90
Net saving - -	$1.60

This net saving represents the difference between turning out a 5c cigar profitably and breaking even or in many cases turning it out at a loss.

Model L Machines will produce from 450 to 500 *uniform* bunches per hour, either straight or shaped work, right or left hand bunches.

The Advantages of the Model L
Short Filler Bunch Machine

1. Straight or shaped work, equally well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. It will work large size or mixed CUT scrap.
6. A long, even rolling for better smoking qualities.
7. Damp or dry tobacco handled with equally good results.
8. Low cost of upkeep: does not easily get out of order.
9. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
10. Fluffy filler because the tobacco is lifted from a hopper — a decided improvement over the gravity method of feeding.

Price $750 complete

f.o.b. Factory, Newark, N. J.

Universal Tobacco Machine Co.

116 West 32nd Street, New York

Factory: Newark, N. J.

After all nothing satisfies like a good cigar

WE hear talks by the hundred, and read articles by the thousand, how salesmen should treat customers and prospects. And every salesmen who is training to be a first-rater is taking it all in and profiting thereby.

If you were King of the Cannibal Islands, with power to snip off heads like you cut dandelions with a scythe, you couldn't be treated more politely by your loving and frightened subjects than you are treated by a traveling salesman today.

But I seldom, or never, see long and didactic sermons on "How a Cigar Dealer Should Treat Traveling Salesmen."

Nor am I going to tell you.

But I will throw out a thought. Greet him with cheerful courtesy. Look, and speak and talk as one gentleman would look and speak and talk to another gentleman. If you say "no" say it courteously.

Don't let him go till he has talked some shop. Ask him how is business. Ask him what is new. Ask what kind of goods are going out, and what kind are coming in. Ask how you could improve the appearance and selling-power of your show window. Ask if he knows any really successful selling stunts. If he can give you some good method of advertising. Are any of his customers making good money on other lines; if so what.

At parting shake hands cordially, thank him for his helpful talk, then sit you down and think, think, think over what he said, and see if you can set some of his ideas working for you.

You have of course heard that old chestnut, now "In the spring a young man's fancy etc" Yes, you have heard it a thousand times.

But, s'pose he's married. What then?

Why, if he's married, and sot in his ways, and calls her "Mom," and tracks mud in the house, and sits around unshaved and uncoated evenings while she is all perked up to look pretty—then his thoughts turn to something else than love in the spring.

They turn to several things—one of them being cigars. They tell us that when daylight-saving comes in the demand for cigars becomes active, because men have more time evenings to enjoy their smoking.

Had you heard this. And, shrewd and sharp business fellow that you are, had you set out to capitalize it?

Did you select a cigar which is a general favorite! Did you place it by itself on a stand in the center of your show window? Did you cover the stand with a purple robe, indicating royalty? Did you fashion a sort of royal crown and paint it with that gold mixture, and place it alongside the box? Did you have a large placard made stating that these golden days make every smoker smoke-hungry, and that men crown the cigar as King of Smokers? That this cigar on exhibit is the favorite of every smoker who tests it? Come in and buy one?

Did you do this, or something of the kind?

I hope you did, for I wagered a good cigar the other day that three-fourths of my readers are live-wires, taking advantage of every selling opportunity, no matter how small.

Put J. Pierpont Morgan, the great banker, on your list of "Pipe Celebrities"—and this list begins to include the great ones of the earth. Here is what a business man wrote of him who went across on the same steamer:

"J. Pierpont Morgan is also one of us. He seems to be having a very good time sloshing around over the ship smoking a meerchaum pipe which he seems to enjoy hugely. He comes near being a giant. He is that rarity, a large man of good conformation and correct proportions. And he seems to have a pleasant personality, being always in a good humor without the cold austerity and cautions aloofness one usually associates with bankers. I think I will also go back to pipe smoking again when I return home from this trip. There is an old meerchaum pipe in the closet I had discarded, but I shall get it out again, polish it up and put it to use."

And there you are Friend Retailer. The big uns seem to get comfort and pleasure from their pipes, and they set an example which little uns are glad to follow.

How much more appropriate it is to see a man of parts and of influence smoking a cigar or a good sized pipe than fiddling away with a cigarette, fit only for downy-lipped boys.

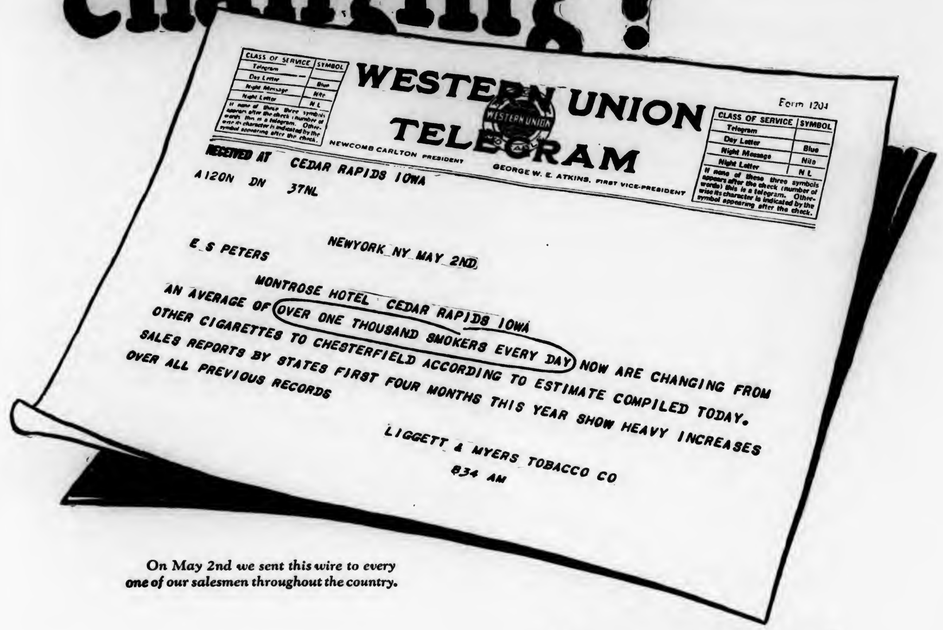
New and effective methods of advertising and business pushings are constantly being developed by ingenious people. Sometimes they are in one business, sometimes in another.

I therefore pass this idea along, hoping it may suggest another idea, which may be applied to the cigar selling .

A man opened a restaurant in a southern city. He believed in advertising, but he wanted something unusual so people would be impressed with it. Instead of writing advertisements about his food, he selected the names of prominent people of his city, and invited one every day, by an advertisement in the newspapers,

(*Continued on Page 18*)

Is cigarette taste changing?



WESTERN UNION TELEGRAM

Form 1201

NEWCOMB CARLTON PRESIDENT — GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

CLASS OF SERVICE | SYMBOL
Telegram | —
Day Letter | Blue
Night Message | NM
Night Letter | N L

RECEIVED AT CEDAR RAPIDS IOWA

A12ON DN 37NL

NEWYORK NY MAY 2ND

E S PETERS

MONTROSE HOTEL CEDAR RAPIDS IOWA

AN AVERAGE OF OVER ONE THOUSAND SMOKERS EVERY DAY NOW ARE CHANGING FROM OTHER CIGARETTES TO CHESTERFIELD ACCORDING TO ESTIMATE COMPILED TODAY. SALES REPORTS BY STATES FIRST FOUR MONTHS THIS YEAR SHOW HEAVY INCREASES OVER ALL PREVIOUS RECORDS

LIGGETT & MYERS TOBACCO CO

834 AM

On May 2nd we sent this wire to every one of our salesmen throughout the country.

An average of over 1000 smokers every day change to

Chesterfield

Such popularity must be deserved

LIGGETT & MYERS TOBACCO CO.

Detroit News

(Continued from page 12)

Fred Suss, of S. H. Furgatch & Company, manufacturers of "Vega del Rey" cigars, arrived in the city last week with his forty-seven dollar shoes and an arm full of new jokes. Fred was happy over the fine treatment he received at Bert Johnson's, for he was properly approached with an order for many thousand of the famous "Vega del Rey."

Fred "Lightnin" Bratt, has accepted a position with the Tucker Cigar Company, in the Dime Bank Building, and is in charge of the stand in the lobby of the building. Fred has had several years' experience in the retail game in the downtown district, and he will no doubt prove to be a very valuable man for Mr. Tucker. We extend to "Lightnin" our best wishes for success in his new position.

R. L. Dunlop, who for the past several years has been chief clerk of the cigar stand at 1065 Woodward Avenue, of the Central Drug Company, has resigned to accept a position with the Bendizen Tobacco Company, of Syracuse, N. Y., and will promote the sale of "Little Yara" on the Detroit market. Our good friend Bill Fellner, manager and buyer of the cigar department of the Central Drug Company's chain stores, regrets the loss of his chief clerk at 1065, who has proved a very valuable assistant to him. We extend to Mr. Dunlop our congratulations for success with "Little Yara."

Charley Lamb, who has represented the Peninsular Cigar Company, in the downtown district for the past seven years, has resigned to engage in another line of business. It is reported that Charley contemplates moving to another city, which we greatly regret, as Charles' pleasant smiles and sunny disposition will be missed along the main stem. We hope Charles will meet with great success in his new line and we extend to him our sincere wishes for great prosperity.

Harry Segal, the Monroe Avenue cigarist, and known from coast to coast as one of the most successful merchants in the cut-rate cigar business, returned last week from a business trip to Chicago. Harry informs the writer that while in Chicago, he purchased 2,000,000 "Lucky Strike" cigarettes in 100s tins.

Jake Hoffman, president of the Continental Tobacco Company, was a visitor here last week. The Continental Tobacco Company are the manufacturers of the famous "Dunhill" and "Barking Dog" cigarettes and smoking tobaccos. While here Jake was shown around the city by his Michigan representative, Dick Tobin, who is promoting the sale of the Continental brands in this section. All of these brands have a wide distribution and are enjoying a very fine sale in all sections of the city.

Jim MacDonald, of the cigarette department of P. Lorillard Company, Incorporated, who is promoting the sale of "Old Gold" cigarettes on this market, is meeting with fine success and co-operation from the dealers. Jim has a crew of four able assistants, who are interviewing consumers, sampling the luncheon clubs and banquets. The distribution on "Old Gold" cigarettes and the counter displays in all the leading stores and clubs are nearing the perfection point. Dealers report the sale on the brand to be increasing rapidly.

A. J. Walsh, district manager for the Pinkerton Tobacco Company, has moved his office to 1931 Howard Street, Edgar Sugar House block. Mr. Walsh has a crew of five salesmen who cover the city in cars, perfecting the sale on the Pinkerton brands.

J. B. Annis, of Gradiaz, Annis & Company, Tampa, Fla., manufacturers of the famous "Don Julian" cigars, was a visitor here last week. Mr. Annis reports his brands as going big in all sections of the country and that the "Don Julian" cigar is making more friends every day.

F. A. Davis, of F. A. Davis & Sons, Baltimore jobbers was an out of town visitor who gave the city the onceover last week. Mr. Davis was here visiting old friends in the trade and was not on a business trip.

Antonio Rego, of F. Garcia & Brother, Tampa, Fla., called on clubs and leading retailers here last week. Tony reports business as being very good all along the route covered.

Roy H. Chaney, Detroit branch manager of the Crane Chocolate Company, Cleveland, Ohio, reports the candy business as being extremely good. Roy maintains his office at 643 West Jefferson Avenue, and has several active assistants who help to promote the sale on Crane's chocolates. Under Roy's regime the Crane chocolate has become a factor in sweetland of Detroit. The distribution on this high-grade chocolate is second to none, and the dealers say there is no better chocolate than Crane's.

From a checking made by the National Automobile Chamber of Commerce, the average maintenance and operating cost of salesmen's cars is about $16.36 per week, exclusive of depreciation.

Yours truly,
MIKE OF DETROIT.

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

"It takes a Muriel to match a Muriel"

Made by
P. LORILLARD COMPANY
Established in 1760

YORK

HANOVER

EPHRATA

PHILADELPHIA

SERVICE

With some "Service" means promptness of delivery, with others, nothing but a word of seven letters.

To us, service always has meant and always will mean giving the best that is in us to satisfy our customers' requirements.

With four well organized factories located at favorable points, we are in a position to fill the trade's every container requirement—whether of quality or quantity or time.

CONSULT WITH US

The Best Cigars Are Packed In Wooden Boxes

LESCHEY-MYERS CIGAR BOX CO.
CIGAR BOX MANUFACTURERS
YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

For *Insured* Pipe Business!

The weather's getting warmer, now. Vacation time. *Pipe* time. Profit time for the dealers who link up with the big national advertising of Milano, The Insured Pipe.

Every man who goes off on a summer outing can be sold a Milano. There are special Milano shapes for the golfer and the motorist. In fact, there's a Milano made for every man who smokes, and we're spending thousands of dollars to spread the news. Help us—and help yourself.

Display Milano Pipes.

Display the Insurance Policy.

Talk up the Insurance idea—it's unique, it makes 'em listen, *and it makes 'em buy.*

Get behind Milano—it's a whirlwind seller already, and we're out to make it more so!

Order Milanos from your jobber now, and write us for Insurance Policies to pack with the Milano Pipes you have in stock.

We will send you, free, a greatly enlarged reproduction of the policy which makes an excellent centerpiece for window display. Ask us for it as Sign A-141.

"It's a W D C"

WM. DEMUTH & CO.
230 Fifth Avenue, NEW YORK
World's Largest Manufacturers of Fine Pipes

MILANO

The Insured Pipe

Business Building

(*Continued from Page 14*)

to be his guest the following day, and to receive a first-class dinner complimentary.

The advertisement was addressed to one man only, but thousands of people read it, and every day they turned to the advertisement to see who was invited to the restaurant that day. As his food and service were first class, and his prices reasonable, he soon had all his tables filled at the dinner hour.

He said that far from offending the people who were thus publicly invited, it pleased them greatly, and they made it a point to accept the invitation and be on hand.

I frankly confess that I cannot from this hand a suggestion for the cigar line, but I know that some of my ingenious readers will think up something with this as a starter of their thinkery, and get up something good in advertising.

And now the newspapers are full of General Dawes again. You see his picture everywhere. Dawes and his pipe.

What are you doing about it? Are you capitalizing it? Are you cutting it out, pasting it in your window with a notice under it to the effect that when General Dawes and his pipe got mixed up with the European muddle they cleared it up in short order. And are you adding that somehow a good brand of tobacco in an old briar pipe will help a man clear up the knottiest puzzle, whether it is business, politics, love, war or sport?

Catching on to things of this kind is what the newspapers call "having a nose for news." If you will cultivate this nose for news—and you can cultivate it—you will have a crowd around your store window every morning to hear your comments on the news of the day.

And then you can always with wit or humor tie the news on to your goods so folks who had no thought of purchasing will enter and buy—and do so regularly.

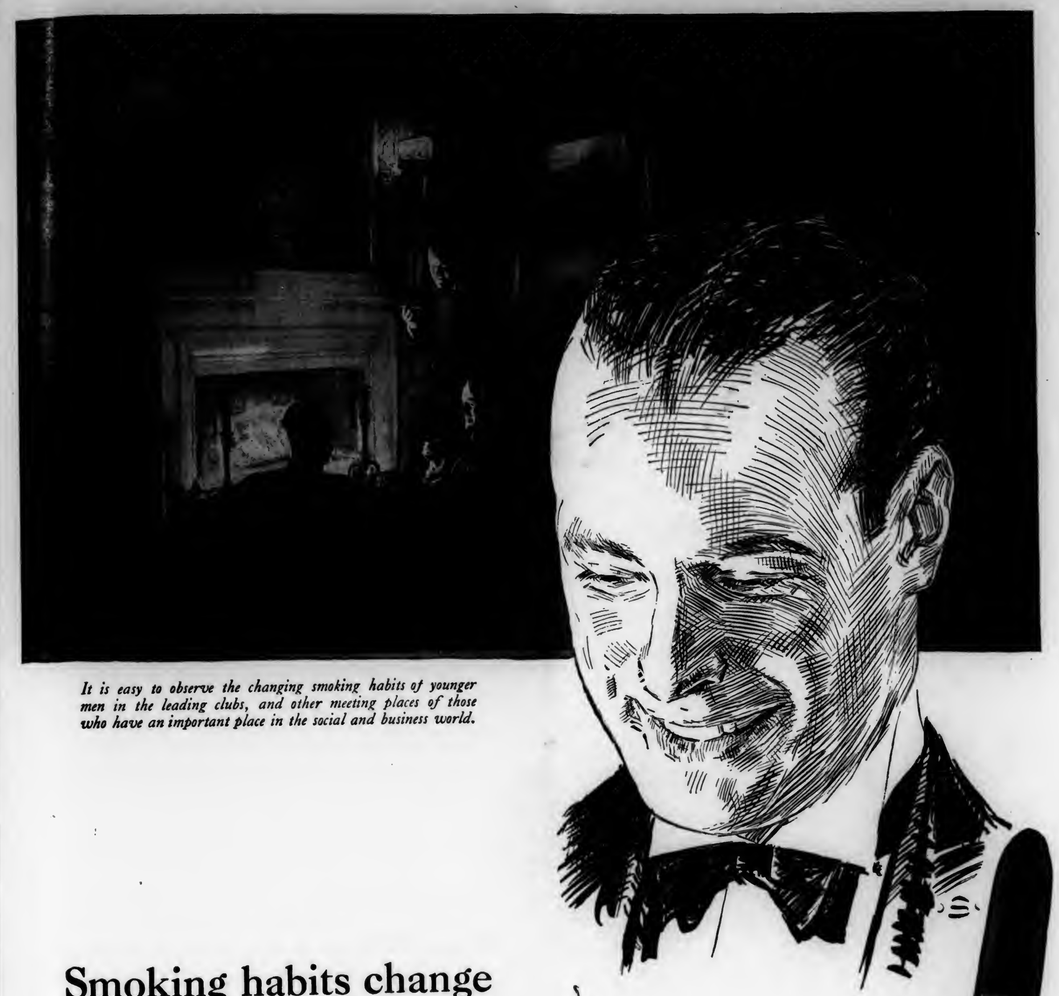
Don't say you can't do it; or that you can't evolve witty sayings. You can. All you have to do is to *think* you can, and try to do, and lo, you will produce results. And great will be your reward.

FRED HIRSCHHORN RETURNS

It has been reported that Fred Hirschhorn, president of the General Cigar Company, returned to New York last Saturday after an extended trip across where he has been attending the Sumatra Inscription and secured a supply of excellent leaf for the brands of his company.

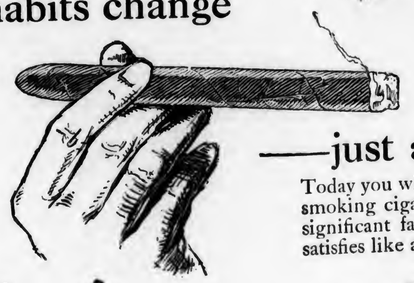
BROOKLYN CIGAR BOX FACTORY DAMAGED

Fire seriously damaged the factory of William Black & Company, Norman and Morgan Avenues, Brooklyn, on Thursday night, May 22d. The factory was used to manufacture wooden cigar boxes and humidors and the damage is estimated at $100,000.



It is easy to observe the changing smoking habits of younger men in the leading clubs, and other meeting places of those who have an important place in the social and business world.

Smoking habits change



—just as styles do

Today you will find more young men smoking cigars than ever before—a significant fact—"After all nothing satisfies like a good cigar."

Actual size of the PANATELA

Rob! Burns Cigar

A General Cigar Co. National Brand

THREE popular sizes—the PANATELA at 10c straight, the PERFECTO at 2 for 25c, and the foil-wrapped INVINCIBLE at 15c. Uniform in high quality—the *filler* of every Rob! Burns is *all Havana.*

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

LET US HELP YOU
ELIMINATE THE TOBACCO BUG
By treating your tobacco with the exterminator
BY THE SHUEY PROCESS OF STERILIZATION
The only known preparation on the market that will give you permanent relief from future infections

Tested Approved and Adopted by Leading Growers, Packers and Manufacturers

USE SATISFACTION Tobacco Herein TO DEALER OUR Contained Treated by SHUEY'S Process of Sterilization TO CONSUMER STAMP BENEFICIAL PURITY

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself
SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OHIO

"BEST OF THE BEST"

OPTIMO VERY MILD VERY MILD CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

APRIL CIGAR PRODUCTION SHOWS DECLINE

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of Internal Revenue collections for the month of April, 1924, and are issued by the bureau. (Figures for April, 1924, are subject to revision until published in the annual report.)

Products.	*April, 1923*	*April 1924*
Cigar (large)		
Class A .....No.	194,631,225	195,029,502
Class B .....No.	122,604,656	107,352,052
Class C .....No.	203,918,013	186,536,040
Class D .....No.	9,214,435	10,517,902
Class E .....No.	2,165,192	1,986,664
Total	532,533,521	501,422,160
Cigars (small) .....No.	41,154,200	34,590,553
Cigarettes (large) ....No.	1,495,256	1,636,956
Cigarettes (small) ....No.	4,710,544,617	5,323,294,577
Snuff, manufactured ..lbs.	3,296,140	3,346,310
Tobacco, manufactured lbs.	30,759,305	29,540,134

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in inclosed supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of April.

Products.	*April, 1923*	*April 1924*
Cigars (large)		
Class A .....No.	8,746,525	5,221,600
Class B .....No.	169,840	672,315
Class C .....No.	4,239,750	1,878,420
Class D .....No.	28,350	25
Class E .....No.	1,000	50
Total .....No.	13,185,465	7,772,410
Cigars (small) .....No.	2,000,000	2,000,000
Cigarettes (large) ....No.	95,000	500,000
Cigarettes (small(....No.	1,000	41,120

Tax-paid products from the *Philippine Islands* for the months of April.

Products	*April 1923*	*April 1924*
Cigars (large)		
Class A .....No.	16,979,768	11,655,870
Class B .....No.	619,560	181,495
Class C .....No.	163,895	169,350
Class D .....No.	55	100
Class E .....No.	190	30
Total .....No.	17,763,468	12,006,845
Cigarettes (large) ....No.	1,000	500
Cigarettes (small) ....No.	147,440	59,927
Tobacco, manufactured lbs.	102	5

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

SANTAELLA BUYS KEY WEST FACTORY

According to reports, A. Santaella & Company have purchased the factory building which they have been occupying in Key West for the past several years. The building was purchased from the Martinez Havana Company, of New York.

The rising tide of approval!

The White Stamps say it's PORTO RICAN

SHIPMENTS of Porto Rico tobacco for the 9 months ending March 31, of the present fiscal year, exceeded by 1,200,000 pounds the shipments to the U. S. for the entire fiscal year 1922-1923!

More manufacturers are using Porto Rican tobacco than ever before.

It's Good because it's PORTO RICAN

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 Water Street New York — *J. F. Vazquez Agent* — Telephone John 1379

ALLIED TOBACCO EXHIBITORS ASSOCIATION ISSUES OFFICIAL ANNOUNCEMENT

May 20, 1924.

The third annual tobacco industries exposition will be held the week of January 19 to 24, inclusive, 1925, in the largest exhibition hall in the Grand Central Palace, New York City. It is being held because of a trade demand and in view of the fact that former expositions have proven profitable to those who visited or exhibited.

This association will co-operate with the management in producing a representative tobacco show that will reflect the magnitude and importance of our industry. All associations and individuals connected with the tobacco and allied trades are cordially invited to co-operate and appoint a representative to act on the Honorary Advisory Committee.

The association will work out many plans and incorporate ideas in connection with the exposition that will make it of much greater value to the trade than heretofore.

The diagram of the floor is enclosed and your selection of space, by return mail, together with the name of such representative as you may care to have act on the committee, will be appreciated.

We are pleased to announce that Mr. Asa Lemlein, whose name no doubt is familiar to you as being one of the best-known men connected with the tobacco industry, will be business manager for the Exposition Company which conducted the past shows, so that the best interests of the tobacco and allied trades will be thoroughly promoted.

Just indicate the space you want and contracts in duplicate will be forwarded for your signature.

Your prompt application and enthusiastic co-operation *right now* is what we ask to help put over the message to the trade and public that we all know our industry *needs*.

ALLIED TOBACCO EXHIBITORS ASSOCIATION,
By Samuel W. Levine,
President.

SMOKES AFTER SHE SHOOTS

New York, May 26.

Samuel Brown, thirty years old, a garage manager, was shot and killed in a lower Broadway hotel yesterday and a woman, who gave the name of Dorothy Brown, twenty-four, was arrested and charged with the murder.

The police found her seated on the bed in the room in which she and Brown had lived, smoking a cigarette and contemplating the body at her feet.

The couple had registered as "Mr. and Mrs. Samuel Brown, Chester, Pa."

She displayed no emotion when arrested, and stoically refused the discuss the shooting. Brown left a widow and five children. Mrs. Brown, when told of the murder, only commented that "it served my husband right," the police said.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

SCARE CROW:—43,798. For chewing and smoking tobacco and cigarettes. April 26, 1924. The E. O. Eshelby Tobacco Co., Covington, Ky.

TOBAQUA:—43,801. For all tobacco products. May 15, 1924. Special Cigar Mfg. Co., Inc., New York, N. Y.

SCHNAUZER:—43,802. For cigars. May 19, 1924. Milwaukee Cigar Co., Milwaukee, Wis.

MISS CHARLOTTE:—43,805. For cigars, little cigars, cheroots and stogies. April 11, 1924. B. E. Robbins, Charlotte, N. C.

MONTE REINA ABAJO:—43,807. For cigars. April 14, 1924. Tampa Havana Industrial Co., Tampa, Fla.

TRANSFERS

ETHAN ALLEN:—10,226 (U. S. Tobacco Journal). For cigars. Registered December 14, 1888, by Schumacher & Ettlinger, New York City. Through mesne transfers acquired by Central Cigar Co., Detroit, Mich., and re-transferred to O. C. Taylor & Co., Inc., Burlington, Vt., August 2, 1921.

FAST TRAIN:—520 (Connorton's Tobacco Brand Directory). For plug, twist, fine cut, chewing and all kinds smoking tobacco, cigarettes, cheroots and snuff. Registered November 26, 1897, by S. F. Nees & Co., Rochester, N. Y. Transferred to O. C. Taylor & Co., Burlington, Vt., June 19, 1907.

FOX TERRIER:—12,774 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered December 19, 1896, by W. M. Peck, Rutland, Vt. Transferred to O. C. Taylor & Co., Burlington, Vt., March 15, 1907.

GOLDEN WEDDING:—6595 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered July 16, 1886, by R. Ulmer & Co., New York City. Transferred to O. C. Taylor & Co., Burlington, Vt., June 29, 1895.

KING OF VERMONT:—11,735 (U. S. Tobacco Journal). For cigars. Registered January 9, 1890, by Geo. A. Kent & Co., Binghamton, N. Y. Transferred to O. C. Taylor & Co., Burlington, Vt., June 22, 1921.

OUR KILLINGTON:—17,028 (Tobacco Leaf); **21,319** (U. S. Tobacco Journal). For cigars. Registered June 3, 1899, by Geo. A. Kent & Co., Binghamton, N. Y., respectively. Transferred to O. C. Taylor & Co., Burlington, Vt., April 15, 1905.

LA LUZ DE TAMPA:—33,493 (Tobacco Leaf). For cigars, cigarettes and cheroots. Registered June 3, 1907, by W. H. Streeter, Tampa, Fla. Transferred to Tierra del Lago Cigar Co., Tampa, Fla.

OUNO:—23,748 (Tobacco Leaf). For cigars. Registered August 11, 1902, by J. W. West, Tampa, Fla. Transferred to Tampa Box Co., Tampa, Fla., April 21, 1905, and re-transferred to Tierra del Lago Cigar Co., Tampa, Fla.

OINO:—23,749 (Tobacco Leaf). For cigars. Registered August 11, 1902, by J. W. West, Tampa, Fla. Transferred to Tampa Box Co., Tampa, Fla., April 21, 1905, and re-transferred to Tierra del Lago Cigar Co., Tampa, Fla.

LCCUST:—17,299 (Tobacco Journal). For cigars. Registered April 29, 1895, by J. Frysinger, Jr., Hanover, Pa. Transferred by Fannie Frysinger, Admx. of the Estate of J. Frank Frysinger to H. B. Cochran, Philadelphia, Pa., April 23, 1924, and re-transferred to The Delphia Cigar Co., Philadelphia, Pa., May 19, 1924.

JOEL GAY:—23,801 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered January 17, 1901, by Frank P. Torrence, Springfield, Ohio. Through mesne transfers acquired by The W. L. Bucher Cigar Co., Dayton, Ohio, and re-transferred to American Box Supply Co., Detroit, Mich., May 13, 1924.

NOTABILITY:—19,623 (Trade-Mark Record). For cigars. Registered July 25, 1898, by F. Heppenheimers Sons, New York City. Through mesne transfers acquired by Wertheimer Bros., Baltimore, Md.

After all nothing satisfies like a good cigar

CORDERO ENDORSES 1925 EXPOSITION

New York, May 21, 1924.

Mr. Samuel W. Levine, President,
Allied Tobacco Exhibitors Ass'n,
Room 332, McAlpin Hotel,
New York City,

Dear Sir:

Herewith, we beg to hand you our signed contract for space in the tobacco show starting January 19, 1925.

May we add that we were very well satisfied with the results obtained in the exposition of 1924. We were fortunate in making connections with several large accounts whom we met for the first time on that occasion. In addition, our salesmen found it easier to interest prospective customers as a result of our exhibit.

Aside from selfish motives, we strongly believe that the tobacco industry requires general publicity. It is our humble opinion that such results can best be obtained by having a tobacco show where both consumers and dealers may be brought together with manufacturers.

Let us hope that the exposition for 1925 will have a 100 per cent. representation of all branches of the tobacco industry.

With best wishes for success, we are,

Very truly yours,
E. P. CORDERO & Co.,
By Leo G. Steiner

PORTO RICAN LEAF IMPORTS LOWER

According to "Commercio," Spanish-English monthly magazine of San Juan, Porto Rico, shipments of Porto Rican tobacco to the United States for the three months ending March 31st, were 4,400,379 pounds. This amount is somewhat lower than the two preceding three month periods of the current fiscal year.

The shipments for the nine months ending March 31st of the present fiscal year, however, already have surpassed the shipments for the entire fiscal year 1922-1923.

By months the shipments have been:

July, 1923	3,176,980 lbs.
August, 1923	2,942,724 "
September, 1923	3,660,442 "
October, 1923	2,989,881 "
November, 1923	2,149,414 "
December, 1923	1,791,216 "
January, 1924	1,534,959 "
February, 1924	1,671,759 "
March, 1924	1,193,661 "
Total for nine months	21,111,036 lbs.

The total shipments for the fiscal year July 1, 1922 to July 1, 1923 (official) were 19,911,979 pounds.

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

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VOLUME 44 NO. 12

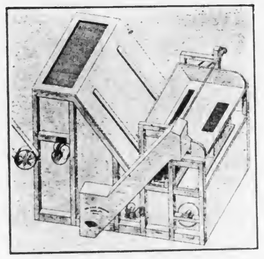
THE TOBACCO WORLD

GROWERS
AND
PACKERS
OF
Connecticut Shadegrown Wrappers
Florida and Georgia
Shadegrown Wrappers

We Are Now Ready To Offer Our Holdings In 1923 Crops.

AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City
After all nothing satisfies like a good cigar

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate
Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler
CIGARS
Will do well to try our
Blended Scrap Havana Aroma
On the market since 1902
Twenty years giving satisfaction right along
HAS A FINE AROMA
CAN'T TELL IT FROM THE REAL HAVANA
Write for sample and price

Baker Tobacco and Cigar Machinery Company
YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

At the Gateway to the Playground of the World

This gigantic sign, 250 feet long and 30 feet high standing on the Meadows of Atlantic City, within a mile of the drawbridge, will hammer home again and again to the millions of people who visit this famous resort the fact that "The Best Cigars Are Packed in Wooden Boxes".

Why not pack your cigars in Wooden boxes and reap the benefits of this campaign?

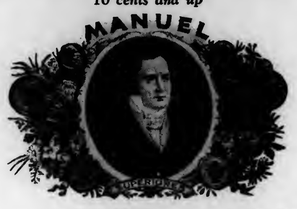
Haven't you too noticed that already everybody is saying, "The Best Cigars Are Packed in Wooden Boxes".

After all nothing satisfies like a good cigar

"The Best Cigars are Packed in Wooden Boxes"

MANUEL

10 cents and up



A BULWARK of BUSINESS

—because it holds customers

Manuel will make a definite business for you

YOU want to sell a cigar that does three things: *First*, looks good; *Second*, tastes right; *Third*, satisfies. In Manuel, we make just that kind of Cigar.

Manuel is building business for dealers everywhere. Always popular, its fine quality and perfect condition are increasing Manuel Sales by large percentages every month.

What Manuel is doing for other dealers, it will do for you.

A CIGAR OF RARE EXCELLENCE

MANUEL CIGARS

ALLEN R. CRESSMAN'S SONS *Cigar Manufacturers* Philadelphia

LA PALINA CIGAR

IT'S JAVA WRAPPED

Get the Utmost in Advertising Values

at practically no expense
by using the

WOODEN CIGAR BOX

for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND

Blackstone CIGAR

Havana

Filler

Absolutely!

Mild!

After all nothing satisfies like a good cigar

The new LA TOSELLA

BUDDIES—10c

Sweet as a nut
Smooth as velvet
Mellow as moonlight
But always MILD!

Made by BOSCHOW BROS., Inc.
Philadelphia, U. S. A.
Makers of BOLD—TOPIC—RECALL

LA-TOSELLA

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX
LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
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MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
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H. H. SHELTON, Washington, D. C. ..... Vice-President
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HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
ASA LEMLEIN, New York, N. Y. ..... Treasurer
CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 5 Beekman Street, New York City.

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CHAS. B. WITTROCK, Cincinnati, Ohio ..... Vice-President
GEO. E. ENGEL, Covington, Ky. ..... Treasurer
WM. S. GOLDENBURG, Cincinnati, Ohio ..... Secretary

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A. W. KAERCHER, Chicago, Ill. ..... Vice President
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SAM. FORDIN ..... 2d Vice-President
MAX BERLINER ..... Treasurer
LEO RIEDERS, 300 West 118th Street, New York City ..... Secretary

NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

JOSEPH WINNICK ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City.. Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 44 JUNE 15, 1924 No. 12

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

100 good cigarettes 15c

"Because I get lots more for my money"

The man who rolls his own from "BULL" Durham has found his best friend for life. He's always going to be sure of real quality and real tobacco taste. And think of the money he saves—100 cigarettes for 15 cents

Guaranteed by
The American Tobacco Co.
INCORPORATED

GENUINE
"BULL" DURHAM
NOW
2 Bags for 15¢
EIGHT CENTS A BAG

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

Model B-1 illustrated above.

PACK CIGARS RIGHT

and get a uniform pressed shape to each cigar in every box. No broken wrappers. Impossible to overpress pack.

FOUR MODELS TO CHOOSE FROM

Model "A" without top lever, for 50 cigars - $ 5.00
Model "B-1" with top lever, for 50 cigars - 10.00
Model "B-2" with top lever, for 100 cigars - 12.50
Model "C" with top lever, for bundles of 100 - 16.00

All packers are adjustable to any standard size box.

Pulte-Korreck Machine Co.
GRAND RAPIDS, - - - MICHIGAN

The rising tide of approval!

The White Stamps say it's PORTO RICAN

SHIPMENTS of Porto Rico tobacco for the 9 months ending March 31, of the present fiscal year, exceeded by 1,200,000 pounds the shipments to the U. S. for the entire fiscal year 1922-1923!

More manufacturers are using Porto Rican tobacco than ever before.

It's Good because it's PORTO RICAN

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 Water Street New York *J. F. Vazquez Agent* Telephone John 1379

Volume 44

THE TOBACCO WORLD

Established 1881

Number 12

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JUNE 15, 1924 Foreign $3.50

EDITORIAL COMMENT

A GESTURE was made at the National Cigar Leaf Tobacco Association Convention in Lancaster last week that ought to be of some interest to the cigar-manufacturing industry and allied trades.

Cigarettes were absent from the tables at the outing dinner and the banquet as well. Also they were barred from the business sessions of the convention.

Which provides a peg on which to string a few paragraphs.

The form in which tobacco is consumed is a purely personal matter. We hope that the mental balance of the nation will never become sufficiently lop-sided to deprive us of that privilege.

But why manufacture a product of which you are ashamed? We ask this question because an astonishing percentage of our friends who manufacture cigars generally have nothing but cigarettes in their offices, and the whole executive staff right down the line wander about their duties smoking cigarettes. A large number of our friends who earn their livelihood directly and indirectly from the cigar industry smoke cigarettes not only in their places of business, but when soliciting orders in the offices of their customers.

We are not discussing the relative merits of the cigar and cigarette. We are trying to find out what the trouble is with the cigar business.

One point already made is that it is under advertised, and particularly by those who make a living in it. What a man smokes in the privacy of his club or his home is his own business, but if he gets a living from the cigar industry he ought to think enough of it to smoke cigars in his office or when on business.

The old story about the man who owned a restaurant and wanted his friends to patronize him, but went somewhere else to eat himself, has been applied to the cigar industry before and it won't hurt to emphasize the application.

The doctor expects a little personal effort on the part of a patient he is trying to cure. If the cigar manufacturers and others living exclusively from it, will let their customers and the public see them smoking their own cigars, it might increase confidence in the cigar business.

The National Cigar Leaf Tobacco Association has taken a step in the right direction that can be followed to advantage by other strictly cigar organizations.

THE action of the Cigar Committee of the Tobacco Merchants Association in recommending a thorough survey of the field by an expert before proceeding with plans for an advertising campaign in behalf of the cigar industry, is one to be commended.

In order to raise money for such a campaign the sponsors must have a definite plan to submit to those from whom donations are expected. Just what those plans should be can be determined only after an exhaustive study and analysis. After the plans are formulated there are certain to be objectors. No large group of men will ever be brought to agreement on such a question as plans for a national advertising campaign.

After plans have been submitted, the industry should be willing to stand by the decision of the Cigar Committee. If a definite plan is approved, it is then time to go out and sell the plan to the industry. This means selling the cigar manufacturers, jobber, retailers, leaf tobacco men, lithographers, and the tin, pasteboard and wooden container manufacturers.

There is no question but what a national campaign to promote cigar smoking is of vital interest to every one of the above groups. Either wholly or in part every one of them derive a living from the cigar industry. The extent to which they contribute, however, will be dependent upon several things: the character of the campaign, the manner in which it is presented to the industry and its allied branches, and the methods used to secure contributions and pledges.

We are hopeful that the survey and analysis of the industry and its needs, will proceed promptly, to be followed as quickly as possible with a plan for advertising, and a method for raising funds. If an advertising plan can be devised that will arouse enthusiasm, it should go far toward reducing the amount of effort needed to raise the money.

BUSINESS among both retailers and manufacturers of cigars seems to be showing a slight improvement, according to reports coming in from local sources. The wet weather no doubt has a depressing effect and a marked improvement is looked for when real June weather hits us (if it ever does). Many persons in this vicinity are reported to have started burning their next winter's supply of coal.

PHILADELPHIA—FIRST, LAST AND ALWAYS

A. Cauffman, of Philadelphia, attended the Lancaster convention and was one of the party that made the first trip in the aeroplane at the Lancaster Gun Club on Monday afternoon, and J. F. Dorris and your humble servant made up the party that made the last trip up of the day.

LYNCH JOINS "44" SALES CORPORATION

James E. Lynch has been appointed sales manager of the local offices of the "44" Cigar Sales Corporation, and increased distribution is already beginning to show as a result of his efforts.

RED LION SUFFERS FROM SEVERE STORM

Cigar factories and homes in and about Red Lion suffered considerable damage on Friday, June 6, on account of a severe wind and rain storm which visited that territory. The roof was blown from the Superior Cigar Factory and considerable damage was also done to the stock. The roof from the cigar factory was blown over on the roof of the home of Theodore Winter, who is also a cigar manufacturer, damaging the roof of his home. Much of the stock of the Superior factory was saved by being immediately moved into the factory building lately vacated by W. C. Frutiger.

UNITED STATES TOBACCO COMPANY DIVIDEND

Directors of the United States Tobacco Company have declared a dividend of $1.75 per share on the preferred stock and 75 cents per share on the common stock of the company, payable July 1st to stockholders of record June 16, 1924.

C. A. BOND EXPECTED EARLY IN JULY

Charles A. Bond, manager of the Manila Advertising Agency in New York City, is expected to return from an extended trip in the Philippines about July 4.

BAYUKS USE NEW MARKINGS

The packings of Bayuk's cigars are now marked "Ripe Light," "Ripe Light Brown," etc., instead of "Claro," "Colorado Claro," etc., as formerly. This is a step in the right direction to educate the smoker to "Judge by taste and not by color," and is in keeping with the work of the Color Committee of the National Cigar Leaf Tobacco Association.

TRADE NOTES

It is rumored that Yahn and McDonnell will have the cigar stand privileges in the new Ben Franklin Hotel being erected at Ninth and Chestnut Streets. It is expected the hotel will be ready for the opening in September of this year, with twelve hundred rooms. This hotel is being erected on the site of the old Continental Hotel, which housed many notables in the bygone days.

Bayuk Cigars, Incorporated, Third and Spruce Streets, report that the month of May, 1924, was the best May they have experienced in the history of the company, and June, so far, shows no falling off in the demand for their products.

Word has been received by the Congress Cigar Company, Third and Spruce Streets, of the safe arrival in Paris of Samuel Paley, president of the Congress Company. He is accompanied by his wife and son, William, and daughter, Blanche.

Harry Bobrow, of Bobrow Brothers, attended the convention of the N. C. L. T. A. in Lancaster last week, and did not miss any opportunity to boost the brands of his firm, *viz.*, "Bold," "Topic" and "La Tosella."

S. Weinberg, leaf tobacco dealer, of North Third Street, attended the leaf convention in Lancaster and had a wonderful time.

TALKED TOO MUCH

He—"I love the good, the true, the beautiful, the innocent——"

She—"This is rather sudden, but I think father will consent."

National Cigar Leaf Tobacco Association Convention Huge Success

THE twenty-sixth annual convention of the National Cigar Leaf Tobacco Association, held in Lancaster, Pa., on June 2 and 3, was voted a huge success from start to finish by all those in attendance, both from the point of attendance and also from the amount of constructive work accomplished.

The Lancaster Leaf Tobacco Board of Trade was the host at the convention and as it was also the occasion of their twenty-fifth anniversary, a wonderful entertainment was provided.

The convention opened at 9.30 A. M. on Monday, June 2, in the banquet room of the Stevens House, with President Joseph Mendelsohn in the chair. Mr. Mendelsohn introduced Milton Ranck, president of the Lancaster Leaf Tobacco Board of Trade, who in turn introduced Mayor Frank C. Musser, of Lancaster, who welcomed the delegates and visitors to Lancaster and promised to co-operate with them to make their stay in Lancaster an enjoyable one. President Mendelsohn read his annual report, which was followed by the annual report of the Washington representative of the association, Mr. William Crounse.

In commenting on the condition of the cigar industry, President Mendelsohn said:

"The backward tendency in cigar production, the ever increasing concentration of output, and especially the shrinkage in volume of business since the close of the fiscal year of 1923, are alarming the trade. Everyone feels that something should be done to increase cigar smoking. The enormous sums spent in advertising by individual manufacturers, offering their wares as the mildest, largest, and best smoke in the world, do not seem to do the trick; such methods simply increase the production in certain quarters at the cost of output in others where the means of fostering a continuous advertising campaign are lacking.

"For some time past a co-operative advertising campaign has been advocated by the editorial writers of our trade press. In a recent circular issued to the trade by the Tobacco Merchants Association such a step is highly recommended, and for the purpose of a thorough interchange of views a representative committee of the Cigar Manufacturing Industry and Cigar Leaf Trade has been appointed. It is certainly hoped that something very tangible will result from their deliberations.

"I recommend to this Convention that this movement shall receive our serious consideration and support.

"This brings us to another problem for our deliberation—a question brought up and dwelt upon at length at our last convention—namely,

"The Color Question

"You are familiar with the fact that a committee has been appointed to work out a slogan or scheme by which the use of other than light wrappers can be enlarged and wrapping costs thereby reduced. The committee appointed for this purpose, consisting of Mr. Leo Leventritt, chairman; William Haas and William Paley, have had numerous meetings and have received many suggestions and designs. These activities have finally resulted in the adoption of what your committee and your officers regard as an instructive placard, carrying not only the slogan—'Judge by Taste, Not Color,' but also in condensed form such literature as will enlighten the smoker almost at a glance concerning the fallacy of the belief that light cigars only are mild cigars.

"For the purpose of proper introduction and to obtain the material at a fairly reasonable figure it was necessary to place an order for 25,000 of these placards and several million information slips at a cost of about $5500. Your appropriation is limited to $2000, which sum being entirely inadequate, your committee was prompted to lay the matter before the annual meeting of the Leaf Tobacco Board of Trade of the City of New York, which by unanimous consent voted a sum up to $1000 to help this propaganda along. In addition, several individual members pledged themselves for further donations for this purpose. The Connecticut Leaf Tobacco Association also has voted $500.

"Your committee, with the assent of your president, has invited a number of importers, packers, growers, cigar manufacturers, cigar jobbers and distributors to attend a dinner for the purpose of bringing the color scheme vividly before the trade, and assurances thus far received lead us to believe that in a very short time this color campaign will be in full operation with an excellent promise of securing the desired results."

Leo Leventritt, chairman of the Color Committee, gave an oral report on the work accomplished by this committee since the last meeting toward educating the smoker to choose his cigar by taste and not by the color of the wrapper.

The meeting adjourned at noon until 9.30 A. M. on Tuesday, and the delegates and guests were invited to spend the afternoon and evening at the Lancaster Gun Club as guests of the Lancaster Leaf Tobacco Board of Trade.

When the party arrived at the Gun Club at three o'clock they found that the Behmer Air Service had been chartered for the afternoon and tickets were distributed to everyone desiring to make an aeroplane flight over the city.

Enthusiasm was somewhat lacking in this respect and only one aeroplane was needed to accommodate the crowd (?) who desired to fly at that time, but after the guests had partaken freely of the splendid shad dinner provided (and other things), it was necessary to put two machines in service to take up those who were willing to fly (or do anything), and these were busy until it was too dark to be able to land safely.

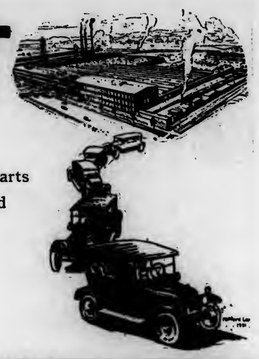
The second business session opened at 9.30 A. M. on Tuesday and a report of the Resolutions Committee was immediately asked for.

Leo Leventritt, chairman of this committee, offered the following resolutions, all of which were adopted:

Reduction of internal revenue tax on cigars; appeal for readjustment of the Philippine tariff on wrapper tobacco and to protect the cigar industry against free importations of Manila cigars; endorsement of the free zone plan; acknowledgment of appreciation of Governmental co-operation in extension of foreign trade; endorsement of Government work toward standardization of cigar leaf tobacco, equalization of express,

(*Continued on Page 21*)

DETROIT



Detroit Now Has Greatest Trades School—Campaign Starts to Raise Funds to Advertise City of Detroit—Lee and Cady Start Three Weeks Campaign on "Cinco" and "San Felice"—George Stone Joins Peninsular Cigar Company

Detroit, Mich., June 10, 1924.

DETROIT is now recognized as the world's greatest trades educational centre, so claims D. J. Ryan, general manager of the Michigan School of Trades, which has moved into the mammoth building at the corner of Jefferson Avenue and Bates Street. The school teaches auto painting, auto trimming, metal finishing, auto body building, tool designing, bricklaying, finished carpentry, plastering, plumbing, steam fitting, interior decorating, sign painting, show card writing, electrician, and construction.

Business and professional men throughout the city will be asked to join the Detroit Convention and Tourists' Bureau and contribute to its support. A campaign to raise $100,000 to advertise the city of Detroit during 1924 opened on Monday, headed by Postmaster John W. Smith and David A. Brown. The Detroit Convention and Tourists' Bureau is the oldest organization of its kind in the United States. It was twenty-eight years old on June 11. As a result of its efforts Detroit was at one time the first convention city in the United States, she is now fifth. Let's all get together and pull for Detroit, the finest city in the land.

Lee & Cady, Incorporated, distributors of "Cinco" and "San Felice" cigars, have started a three weeks' advertising campaign on these two popular brands. The sales staff of forty men, working in crews of two, are covering the city, advertising and sampling consumers. All the company's trucks are displaying banners announcing "San Felice" and "Cinco" week. Many attractive window displays are seen throughout the city.

George H. Stone, who formerly covered this section for the New York-Tampa Cigar Company, has accepted a position with the Peninsular Cigar Company, and will work the central section of the city on the Mazer products.

James Seraph & Company, 514 Monroe Avenue, has taken on "Henry the Fourth" cigars (Alvarez Mendez Company), for distribution in the city of Detroit. Mr. Seraph reports a very fine distribution and many repeat orders on this well-known brand.

Frank Will, general office manager of the G. H. P. Cigar Company, manufacturers of the famous "El Producto" cigars, was here last week conferring with branch manager Harry P. Stamm. The sale on "El Producto" cigars is growing daily and the brand enjoys a wonderful distribution. The city is covered with advertising and window displays.

Fred Underwood, the window artist on "Chancellor" cigars, is doing some very effective work in our midst. According to reports the "Chancellor" cigar is growing in popularity with the Detroit smokers. The Recreation Cigar Company, Shelby and Lafayette Boulevard, has an attractive display of "Chancellors" arranged by artist Underwood.

"El Javana" cigars, a product of the Mazer-Cressman Cigar Company, and distributed on this market by the Peninsular Cigar Company, is steadily increasing in sale. The brand enjoys a fine distribution and many smokers are demanding the "El Javana" cigar. During the month of July the "El Javana" cigars, will be advertised on the billboards, the contract has been let for over two hundred prominent locations.

Hazen C. Moore has accepted a position with Lilienfield Brothers Company, in the Michigan-Lafayette Building.

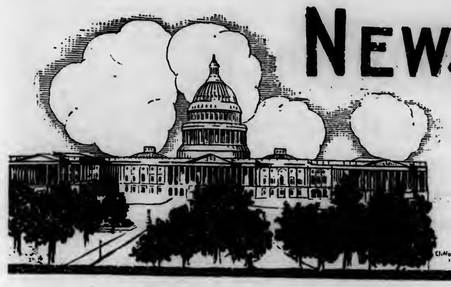
Charles W. H. Robinson has resigned as manager of the Detroit branch of Bayuk Cigars, Incorporated, effective July 1. It is reported that Charles will engage in the cigar brokerage business in the Motor City. At a later date he will announce his brands and office space.

Arthur G. Wiedmann, of the American Box Supply Company, has left for St. Louis, where he will attend a meeting of the Wiedmann-St. Louis Box Company. Mr. Wiedmann will cover the entire Middle West and the Mississippi Valley looking after his lumber interests. He will make his headquarters at the Acme Veneer Company, Vicksburg, Miss., for a fortnight.

Samuel Litz, of the William Bond Cigar Company, reports the sale of "El Salero" cigars to be increasing rapidly. This brand is repeating in wonderful style in Chicago and his distributors say "El Salero" cigars are appreciated by the Chicago smokers, they are full of quality and aroma.

"Joe" Banker (M. Sacks & Company), the "Armas del Casa" booster, was with us for Decoration Day. "Joe" joined in on all the festivities of the holiday and wore a red poppy in the parade. "Joe" also decorated his order book with a nice fat order for "Armas del Casa" cigars, from "Bert" Johnson, his distributor for the city of Detroit.

(Continued on Page 19)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Supreme Court Refuses to Grant Federal Trade Commission Rehearing on Tobacco Cases

Washington, D. C.

The United States Supreme Court has refused to grant a rehearing on the tobacco case, plea for which was filed by the Federal Trade Commission. In the tobacco case, the court held that the commission had no authority to go on "fishing trips," by requiring a business organization to furnish it with all its correspondence in the hope that a search might develop evidence on which to base a case.

The American Tobacco Company, which brought suit to restrain the commission from requiring all of its correspondence, pointed out that it was willing to furnish all correspondence in any specified case. The court held that this was a fair offer and that it would be an imposition and might interfere with a concern's business to require it to surrender all its papers.

In its brief seeking a rehearing, the commission sought to explain to the court that the Federal Trade Commission was empowered to take such steps as it might feel necessary to frame a case against a business house, a view in which the court apparently did not concur, since it refused to entertain the commission's plea.

C. O. D. and Insurance Privileges to Be Extended to Third-Class Matter

Legislation providing for the extension of the insurance and C. O. D. provisions of the postal regulations to third-class matter was enacted by Congress shortly before adjournment of the session.

The extension of these privileges to third-class mail has long been desired by business houses throughout the country, and the legislation had the approval of the Post Office Department. It will permit printed matter, such as advertisements, posters, etc., to be given the same protection and service as is now given shipments by parcel post. The fees charged for these services are to be fixed by the Postmaster General, and will probably be the same as apply to insurance and C. O. D. service on fourth-class matter.

Parcel Post Matter Not to Be Accepted Unless it Bears Sender's Name and Address

The Post Office Department is experiencing considerable difficulty in handling parcel post matter, owing to the failure of patrons always to note on the outside of the package their name and address, and it has been found necessary to issue instructions to all postmasters not to accept parcels for mailing unless they bear the return card of the sender.

The absence of the sender's name and address frequently causes delay and loss, especially in the case of parcels incorrectly addressed, and the department is determined to stamp out the practice of mailing parcels without such identification.

Committee Appointed to Study Bankruptcy Law With View to Making Amendments

An exhaustive study of the present bankruptcy law, for the purpose of suggesting amendments thereto, securing improvements in its administration and perfecting the same as far as possible, is to be made by a special subcommittee appointed by the judiciary committee of the House of Representatives.

It has been claimed that there is a general demand throughout the whole country for various amendments to the bankruptcy law. The matter was the subject of hearings by the judiciary committee during the past session, at which it developed that there are well-organized "rings" in the larger cities, formed for the purpose of putting through fraudulent bankruptcies, and that the voluntary bankrupt, who admits he cannot make a success of his business and closes it out, is discriminated against, under the present law, in favor of the involuntary bankrupt, who is given a release from bankruptcy in a much shorter time than the voluntary bankrupt.

Bill Providing for Arbitration of Commercial Disputes Passed by Congress

The bill providing for the arbitration of disputes under commercial contracts in interstate or foreign commerce, introduced by Representative Mills, of New York, was passed by the House shortly before the end of the session. The bill provides for the enforcement of written provisions in such contracts calling for the arbitration of disputes, instead of carrying them into the courts, but does not make the inclusion of arbitration clauses compulsory in any contract.

The effect of the bill would be to prevent litigation on disputed contracts, saving much time and money to business men. It is modeled along the lines of statutes now in force in several states, and has been endorsed by bar associations and business men generally. The measure would become effective upon the first day of January following its enactment, and would apply only to contracts made after that date.

Express Rates to Be Increased Approximately Eight Per Cent.

An increase of approximately 8 per cent. in express rates in eastern territory and a slight reduction in rates in the West and South, which will place charges in those sections more nearly on a level with

(Continued on page 14)

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

A FEW earnest words to cigar manufacturers! Co-operation is a baby today, but it is going to be a giant force in business. It will work through trade associations. Secretary Hoover believes this, leading business men believe this, and last-and least your humble writer believes it.

Therefore it is to your interest to be highly interested in your trade associations, for their future looms stupendous.

Your Tobacco Merchants Association recently sent a circular to two thousand of you manufacturers, asking you to express your opinion on the question of co-operative cigar advertising. And let me say that co-operative advertising will soon be a mighty factor in business building. It has doubled trade in many lines.

How many of you manufacturers were sufficiently interested in your own business to answer this circular, and sufficiently trade patriotic to encourage your association officials who are working for your welfare?

Why, just fifty out of two thousand!

Think of it! Ninety-five out of every hundred of you calmly waste-basketed it, thereby handing a slam, instead of a bouquet, to men who are trying to enlarge your sales and fill up your cash register.

Oh, it is sad!

The swirling currents of business now run so fierce that no man can stand against them. Hence associations are forming, co-operation is coming, teamwork is developing, united action is shaping. This calls for trade patriotism, broadened vision, helpful work, wider interest, less selfishness.

Those industries whose individuals develop in themselves these co-operative characteristics will survive, and grow, and wax strong—and their members will grow prosperous. Those industries whose individual members remain in selfishness and single-mindedness will struggle along in difficulties and wade in the slough of despondency.

Get this new spirit, friend manufacturer. Do! This co-operative, helpful, friendly spirit, which will sweep away the ills and evils that selfishness and fierce competition have brought upon the trade, and place us all upon a higher level of business efficiency and ethics which will make for the welfare and prosperity of us all.

One of the readers of the Business Building Department has a cigar store near my headquarters, and I call at his place every whipstitch, because he does sell a fine cigar at a very reasonable price.

I like to talk to him, too.

He is intelligent, fond of reading good stuff; he is a good talker, and plainly indicates that he remembers what he reads and thinks of it.

But, gosh!

He ain't got any initiative.

And his business ain't growing.

And he ain't making money.

He just reads and takes it out in reading.

He just don't seem to have the push to trim his show window, or put snappy placards in it, or put selling stunts in operation, or concentrate energies on pushing a certain line, or to advertise, or to blow his own horn and praise his goods.

What can I do to get action in him; to make use of the knowledge he has learned; to make a noise around his place so folks will take notice? There is blamed little use getting knowledge without using it, without initiative.

First we must learn. Then we must do. Ain't it?

"I am always busy," said a live-wire retailer to me recently.

"But how about the dull seasons?" said I, "the summer months when everybody is supposed to have a falling off?"

"Oh, I beat that bugaboo," answered he, "by increasing my advertising appropriation, by using the mails to influence box customers, by getting up selling stunts, by paying more attention to my window displays, by having catchy price cards in my windows, by offering bargains that are real bargains."

"You see," continued he, "these dull times are like a man wheeling a barrow along the road. When the road is level, hard and smooth he goes jauntily along, at his usual pace, with little effort, but when he mounts a hill or runs across a sandy place he puts on a little extra steam and thus maintains his pace. If he fails to open the throttle a notch or two he lags. It's the same with business. It responds to stimulation and it slackens if the stimulation is withdrawn."

You can see from this, friend dealer, that business, to be successful, is a continual effort, and in these strenuous days it must be well-directed effort.

Who to talk to and how to talk, are two important functions in selling. If that researcher was correct who stated that there is nothing in common between tobacco and athletics then you would not spill many

(Continued on Page 20)

Making Cigars the Preferable Smoke

Adding to the enjoyment of Good Cigars will increase demand.

The Cigar is beyond any doubt the best possible medium for the enjoyment of Smoking.

In order to encourage and hold the Consumer's preference, the same high standards that have been responsible for the popularity of "Cigars" in the past, must be rigidly maintained.

The SPANISH CEDAR BOX is of vital importance to the making and marketing of Good Cigars. No other container can begin to compare with it for practicability and all round merit.

The use of substitutes for the SPANISH CEDAR BOX may be largely responsible for driving the erstwhile Cigar user to seek his enjoyment in other forms of Smoking.

After all nothing satisfies like a good cigar

News from Congress

(*Continued from Page 11*)

those in the East, are provided for under a decision rendered on June 9 by the Interstate Commerce Commission. The new rates, which are to be accompanied by a new method of zoning, are to become effective January 1, next.

The decision just rendered is very similar to the commission's tentative orders which were to have become effective on March 1, last, the case being reopened upon the plea of the American Railway and Southeastern express companies. The case originally was heard upon an application for increased rates and for a smoothing out of the rate structure, which was declared to be too low in the East and too high in other sections, filed by the express companies, to enable them to meet increased railroad transportation costs.

The express companies sought increases of 30.11 per cent. in the eastern district, 19.51 per cent. in the southern, and 10.23 per cent. in the western. However, the commission pointed out in its decision, the parcel post service of the Post Office Department has taken most of the light-weight business away from the express companies, the average weight of express packages in 1922 being eighty-two pounds as compared with thirty-four pounds in 1912, and "not only the parcel post, but motor trucks, fast freight service, and even ordinary freight and water-and-rail freight service have made inroads into the business which might appropriately be handled by express," so that, the decision continues, "there is abundant evidence of record to convince us that, with a constantly increasing number of other and cheaper transportation services available, the express service would only be jeopardized by increases approximately or approaching 30.11 per cent. in the zone 1 rates, 19.51 per cent. in the materially higher zone 2 rates, and 10.23 per cent. in the very materially higher rate levels west of the Mississippi River.

"On the other hand, with the added advantage of a pick-up service at originating points, the privilege accorded shippers of forwarding shipments without prepayment of charges, and the excellent record lately attained in the care of shipments by express, the express service should, on reasonably even terms and by a studied adaptation to requirements and an unflagging attention to expedition, be able to recover and hold a considerable volume of the traffic which properly belongs to it."

No Reduction in Corporation Income Tax Under New Law

Corporations will not benefit from the 25 per cent. reduction in income tax which is provided by the new revenue law, it is pointed out by officials of the Bureau of Internal Revenue.

The tax rate on corporate income remains at 12½ per cent., the same as in the old law, and corporations are not permitted to take as a credit any reduction in tax for the payment due June 15 or any subsequent instalment date.

The credit of 25 per cent. provided in the new law, it is pointed out, is limited to individuals and fiduciaries who are required to file returns on Forms 1040 or 1040a.

Transfer of Patent Office Recommended

The transfer of the patent office and certain other bureaus to the Department of Commerce is recommended in a report submitted to Congress by the joint committee on reorganization of the Government service. The statistical work of the Government would be centered in this department, under this report, in which, also there would be created a bureau of transportation. The patent office is now under the Interior Department, and the statistical work is scattered among a number of departments, the most important work, however, that of taking the various censuses and the compilation of import and export figures, being already in the Department of Commerce.

The creation of a bureau of transportation is considered very important, since it would give the department an opportunity to smooth out the many inequalities which now exist. "The Department of Commerce has never had opportunity to develop the function of promoting the interests of transportation," it is declared in the report. "Such studies as are made by the Government of the needs of the country for trunk highways and motor-truck trade routes are made by the bureau of public roads of the Department of Agriculture, whose duty it is to provide the proper coordination of state highway construction. The Post Office Department is the only Federal agency which is promoting commercial aviation, its efforts, as a matter of fact, being devoted more particularly to the improvement of the aerial mail service. In the matter of developing transportation by inland waterways and in the investigation of terminal facilities at the seaboard, some steps have been taken by the inland and coastwise waterways service and the corps of engineers, of the War Department.

"It is believed that all these functions should be given to the Department of Commerce, as was obviously contemplated by its organic law, and that the department should have exclusive cognizance of the problem of promoting the interests of transportation."

The other changes suggested are obviously designed to effect the concentration in the Department of Commerce of all Federal instrumentalities which perform duties connected with the promotion of trade and industry, or the protection and facilitation of navigation and transportation.

JOSEPH MENDELSOHN RETURNS FROM PORTO RICO

According to *Tobacco Trade Notes*, Joseph Mendelsohn, of the Stern-Mendelsohn Company, Incorporated, has returned in company with Milton Samuels, after an inspection trip to Porto Rico. In summing up the tobacco situation on the island, Mr. Mendelsohn said: "The tobacco has grown under very unfavorable conditions and must be termed a defective crop. It contains, however, some good tobacco which by proper handling will be very desirable."

WHY OF COURSE

"With all due deference, my boy, I really think our English custom at the telephone is better than saying 'Hel'o!' as you do."

"What do you say in England?"

"We say: 'Are you there?' Then, of course, if you are not there, there is no use in going on with the conversation."—*Boxes.*

AT THE POINT OF SALE

You can't tell the quality of a cigar by its wrapper, 'tis true. But it's all-fired certain that the general appearance of the cigar box is accepted as expressive of the cigars it contains.

The mediocre cigar in a good box will at least get a trial; and the fine cigar in an attractive container will move all the faster.

THE BOX IS A FACTOR IN THE MAKING OF CIGAR SALES

The Best Cigars Are Packed In Wooden Boxes

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

"It takes a Muriel to match a Muriel"

Made by
P. LORILLARD COMPANY
Established in 1760

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US

Windsor Cigar Box Co.

WINDSOR PENNA.

After all nothing satisfies like a good cigar

PETER IBOLD DEAD

Peter Ibold, well-known cigar manufacturer of Cincinnati, Ohio, died at his home on Tuesday, June 3, after a lingering illness.

Mr. Ibold was born near Hanover, Germany, in 1842, and came to America in 1860, landing at New Orleans, and immediately went to Cincinnati to join relatives. In a very short time after that he was an apprentice with Nicholas Gunther, who is still living at 143 West McMillan Street, Cincinnati, and after learning the trade of cigarmaker, Mr. Ibold joined the Union Army in 1863 and served until the end of the Civil War.

After he was mustered out he started his first cigar factory at Sixth Street and Central Avenue. In 1875 Mr. Ibold married Miss Augusta Koehler, whom he had known in Germany. He is survived by three sons, two daughters and one brother. Funeral services were held on Friday morning.

PLANS FOR 1925 TOBACCO WEEK

National Tobacco Week, inaugurated last January, has again been designated for the week of January 19 to January 24, 1925, with a nation-wide observance by every branch of this big industry from growers to manufacturers, retailers and even individual smokers.

New York will be the main rallying point of the tobacco industry that week, with an exposition at the Grand Central Palace and conventions, conferences and banquets at the Hotel McAlpin, where the committee has already opened headquarters to direct the National Tobacco Week campaign.

Asa Lemlein, Treasurer of the Tobacco Merchants Association, is Business Manager of the Tobacco Industries Exposition to be held in the Grand Central Palace during National Tobacco Week and to demonstrate to the public the complete growth, cultivation, manufacture and marketing of every tobacco product, constituting an educational demonstration of tobacco from the leaf to the lips.

In addition to this educational demonstration for the public the exposition will provide a gathering place for associations in the various branches of the industry for collective consideration of improvements in manufacture and other conditions.

At a meeting of leading tobacco men of the country held in the Hotel McAlpin for the advancement of National Tobacco Week and the International Tobacco Industries Exposition, the Allied Tobacco Exhibitors' Association was organized with Samuel W. Levine, of H. Duys & Company, President; Vice-Presidents, Albert A. Freeman, S. J. Freeman & Sons; Oscar T. Voigt, Heywood, Strasser & Voigt; R. H. Tanner, of *Tobacco*; George Messerschmidtt, Rochester Folding Box Company; James Regan, Universal Tobacco Machine Company; James F. Vasquez, Porto Rico Tobacco Guarantee Agency, and Secretary, H. J. Goldwater, National Board of Tobacco Salesmen.

The Board of Directors also includes Joseph Cullman, Jr., Henry M. Duys, C. A. Speakman, Charles Bobrow, Harry A. Cochrane, R. V. Craggs, George Sherman, A. C. Hempel, C. J. DuBrul, David J. Keith, B. M. Hannigan, Thomas F. Sullivan, *United States Tobacco Journal*, and P. V. Hoyle, *Tobacco Leaf*.

The Tobacco Week and Tobacco Industries Exposition Committee also includes Hon. Felipi Toboado, Cuban Consul General; Judge L. P. M. Hickey, Connecticut Valley Tobacco Association; H. A. Ruby, The Dark Tobacco Growers' Association; J. L. McFarlin, President, Florida and Georgia Tobacco Growers' Association; James Stone, President, Burley Tobacco Growers' Association; M. E. Canle, Havana Cigar Manufacturers' Association; Eugene M. Henoter, Wooden Cigar Box Boosters' Club; B. M. Hannigan, York County (Pa.) Cigar Manufacturers' Association; Walter Short, President, Cigar and Tobacco Dealers' Association of Minneapolis; Judge Henry H. Hunter, Retail Tobacconists' Association, and Charles A. Boyd, Philippine Government Tobacco Agent; Carl Avery Werner, *Tobacco Leaf;* Fred Hillman, Tobacco Record Publishing Company; Edwin H. Davis, *United States Tobacco Journal*, and Abraham Pollack, *The Retail Tobacconist*.

MRS. JULIUS BLUM DIES

Friends of Julius Blum, of the "Natural Blo[om]" factory, were shocked to learn of the death of his wife on Monday, May 26th. Mrs. Blum had been ill a comparatively short time with typhoid fever. Funeral services were held from her late residence on Tuesday, May 27th.

PROGRESS REPORTED BY TOBACCO MERCHANTS ASSOCIATION CIGAR COMMITTEE

What is unmistakably genuine progress in the development of a constructive program for the promotion of the cigar business has been made by the Tobacco Merchants Association Cigar Committee, at its meeting held last Wednesday, June 11, at the T. M. A. headquarters in New York City, in the unanimous adoption of a proposition submitted by William Best, vice-president of the General Cigar Company, to secure the services of a competent expert to make a thorough study of the entire cigar situation and work out a concrete plan calculated to solve the existing problem.

Called primarily for the purpose of considering co-operative advertising, the meeting resolved itself into a round table discussion of the problems of the cigar industry, and indications are that its deliberations will prove most fruitful.

In the absence of Henry G. Wemmer, vice-president of The Deisel-Wemmer Company, chairman of the committee, George W. Van Slyke, president of G. W. Van Slyke & Horton, of Albany, N. Y., was chosen as chairman, and he presided at the meeting in a most interesting fashion.

Under the plan of procedure followed, those present were first made acquainted with the sum and substance of the responses received by the T. M. A. to its recent query concerning the advisability of undertaking a co-operative advertising campaign, following which those present were called upon in turn to express their views.

In the discussion that followed, the practicability of working out a satisfactory and equitable plan of co-operative advertising received considerable attention, and it was particularly noticeable that there was no direct opposition to the general principle of co-operative advertising, but rather the contrary.

The keynote around which the final views of the meeting were framed was struck by William Best, vice-president of the General Cigar Company. His thought was that any attempt to undertake a co-operative advertising campaign at this time was more or less premature, and recommended that some eminent expert—a man who was not only an advertising specialist, but one who is thoroughly competent in solving industrial problems—be retained to make a comprehensive study of the entire cigar situation and to map out a concrete plan of action with a view to promoting the interests of the entire cigar industry.

While naturally, the employment of such an expert may involve a substantial outlay, the general view was that the cost would be more than justified, for opinion was practically unanimous that, whether it be co-operative advertising or some other co-operative means, a concrete plan of activities must first be worked out and presented to the industry in order to secure a sufficient measure of co-operation.

Finally a resolution was adopted to re-refer the entire matter to the existing subcommittee consisting of

William Best, vice-president, The General Cigar Company, chairman,
R. E. Christie, vice-president, The American Cigar Company,
Julius Lichtenstein, president, Consolidated Cigar Corporation,
Ben R. Lichty, president, Otto Eisenlohr & Brothers, Incorporated,
Samuel Bayuk, president, Bayuk Cigars, Incorporated,
George H. Hummel, vice-president, P. Lorillard Company,

to which George W. Van Slyke, president of G. W. Van Slyke & Horton, and Mortimer Regensburg, of E. Regensburg & Son, were added with power to take such steps as they may deem advisable to effectuate same, and to consider and map out such other activities as in their judgment may be calculated to promote the welfare of the cigar business.

This represents a real constructive step that will undoubtedly be productive of worthwhile results from the standpoint of the cigar business as a whole, and encouraged by this most promising action the trade has every right to expect tangible results in the not distant future.

Among those present who took an interesting part in the discussion were

William Best, vice-president of the General Cigar Company,
R. E. Christie, vice-president of the American Cigar Company,
George W. Van Slyke, president of G. W. Van Slyke & Horton,
Marcus Conlan, advertising manager of Waitt & Bond, Incorporated,
Edward F. Rosenthal, vice-president, Porto Rican-American Tobacco Company,
Mortimer Regensburg, of E. Regensburg & Son,
Julian S. Bach, of Elias Bach & Sons,
Asa Lemlein, treasurer of the T. M. A.,
Leo L. Leventritt, chairman of the Committee on Co-operative Advertising of the National Cigar Leaf Tobacco Association,
E. H. Davis, publisher of the *U. S. Tobacco Journal*,
Carl Avery Werner, editor of the *Tobacco Leaf*,
P. V. Hoyle, business manager of the *Tobacco Leaf*,
A. H. Hillman, publisher of the *Tobacco Record*,
H. B. Patrey, of the *Retail Tobacconist*.

Among other topics, the question of enlightening the cigar trade throughout the United States with respect to the proper care and handling of cigars in order that the consumer might receive his favorite cigar in proper condition, was brought up. Carl Avery Werner, editor of the *Tobacco Leaf*, submitted appropriate drafts for publicity work in that direction, including copy for inserts in cigar boxes, containing concise instructions on the care and handling of cigars, all of which were referred to the subcommittee.

All in all, the thoughts and views expressed in this more or less open forum concerning ways and means of increasing consumption and strengthening the bonds of co-operation among the various branches of the trade will unquestionably prove of considerable help to the subcommittee in the task set for it.

DUYS RETURNS FROM INSCRIPTIONS

John H. Duys, of the leaf tobacco firm of H. Duys & Company, returned on June 3d from Amsterdam, where he has been attending the Sumatra inscriptions. Mr. Duys secured a large quantity of choice Sumatra and Java leaf for his firm while away.

It's a pleasure to smoke them!

CHANCELLOR
Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

HIBSHMAN ADDRESSES LANCASTER CONVENTION

During the first session of the convention of the N. C. L. T. A., held in Lancaster last week, E. K. Hibshman gave a short address before the convention explaining just what had been accomplished in Lancaster County in the past few years in the way of improvement of methods of growing tobacco. Mr. Hibshman explained that while he was connected with the State Agricultural College, he wanted to address the convention as a fellow grower of leaf tobacco and not in his official capacity as a representative from the State College. Mr. Hibshman gave a very interesting address on the origin of some of the strains of tobacco being grown in Lancaster County, and also explained why tobacco from that section was being grown so successfully. His remarks were listened to with great interest and at the close of the business session he was besieged by other growers present from other sections of the country who were eager to learn more of the methods of the Lancaster County farmers, and he was immediately invited to attend coming meetings of growers to explain Lancaster County methods more fully.

SNUFF NOW FAD FOR WOMEN

According to reports from London the newest fad of Mayfair Boudoris and the Smart Night Clubs is a feminine swing to the left in the form of snuff-taking. Tobacconists, who for years have been supplying cigarettes in increasing numbers to women, report a falling off in cigarette sales and a definite increase in the consumption of snuff, mostly among feminine customers.

The recent edict of Harley Street that cigarette smoking is responsible for the prevalent throat troubles may or may not have given impetus to the new movement. Of course society has divided over the question, many women characterizing the fad as disgusting, but the younger set has apparently decided enthusiastically in its favor.

The two trades most concerned—the tobacconists and the jewelers—have not been greatly affected by the new fashion. The tobacconist has switched from cigarettes to snuff and the jeweler has found a ready sale for daintily-jewelled snuff boxes.

ANNOUNCING THE WDC BENGAL PIPE

Wm. Demuth & Company, the world's largest makers of fine pipes, recently told us of a new addition to their popular line which we feel should spell REAL PROFITS to the active dealer.

Today there exists a popular demand for lightweight pipes with removable aluminum cleaners, to retail at about 50 cents. The style of pipe most in vogue seems to be the apple-shaped bowl with the short round shank.

With these facts in mind, the WDC Merchandise Department has created the new WDC Bengal—which will be known to the trade as pipe No. 506—a lightweight favorite to retail at 50 cents.

The Bengal is packed one dozen to a box and with each box comes an attractive counter display card made to hold two pipes. This display card has an easel back and can be placed conveniently and conspicuously on the dealer's counter, thus constantly displaying this pipe, ideal for a good short smoke, to his customers.

We were informed that samples will be sent to jobbers promptly on request and without any obligation whatever. Just address Wm. Demuth & Company, at 230 Fifth Avenue, New York City.

Detroit News

(*Continued from Page 10*)

George W. Stocking, representing Arango-Arango, manufacturers of "Don Sebastian" cigars, was on the list of visitors here last week. While here George made his headquarters at "Bert" Johnson's, who is the Detroit distributor of "Don Sebastian" cigars.

Frank Lopez, of Garcia & Vega, Tampa, Fla., called on the local dealers and clubs last week and reported a very satisfactory business on his line with his many dealers.

Frank D. Patton, of Gonzalez & Sanchez, manufacturers of Havana cigars, Jacksonville, Fla., was on the list of out-of-town visitors who worked the city last week. Frank reports business as being very good with him.

William Osborn, representing Pamies, Arango & Co., St. Augustine, Fla., gave the city the onceover last week.

Charles Gauss, the Grand River Avenue jobber, was a recent visitor to New York City and eastern points, in the interest of the tobacco business.

J. C. Howard, western representative of Faber, Coe & Gregg, Inc., called on the clubs and leading retailers here last week in the interest of his extensive line.

John T. Woodhouse, of John T. Woodhouse & Company, was a recent visitor to New York City and the East in the interest of his business.

Mr. Shacklett, of the American Exchange Cigar Company, called on the trade here last week, in the interest of his company's brands.

Bayuk Cigars, Incorporated, have moved into their new quarters at 1915-17 First Street, occupying the entire second floor of a new building. Excellent humidors have been installed and the facilities for loading and unloading make it an ideal location for a distributing plant. Mr. J. J. Kline has been appointed office manager; Benjamin Wright in charge of sales, and Fred J. W. Allen, office supervisor.

Emil Popper, of E. Popper & Company, Incorporated, manufacturers of "Ottina," "Popper's Ace" and numerous other brands, was a visitor here last week. While here Mr. Popper divided his time between the Watkins Cigar Stores Company, distributors of "Ottina," and the Howes-Shoemaker Company, distributors of "Popper's Ace." Mr. Shoemaker, of the Howes-Shoemaker Company, had Mr. Popper in tow most of the time, showing him the sights of the city and the distribution on the "Ace," which is enjoying a very fine sale in our city.

Sidney Cahen, the "Admiration" ambassador, has been rusticating in our midst for a few days. Sidney reports the sale on "Admiration" cigars to be improving in all sections of the country.

Frank Swick, of Philip Morris & Company, Ltd., Inc., stopped off here last week, en route to the coast. Frank and his Michigan representative Jack Finn, made the rounds of the trade and reported all is well, with their line in this market. The "English Oval" brand is enjoying a big sale in this section and Jack the Finn is converting many smokers over to the Philip Morris brands.

Leon Schwab, of Schwab Brothers and Bear, was on the list of out-of-town visitors who signed the TOBACCO WORLD register this week.

Louis Altman, representing M. Rodriquez & Company, New York City, called on the trade here last week.

Sherman P. Coe, of the firm of Faber, Coe & Gregg, Incorporated, New York, N. Y., was a visitor here last week. Mr. Coe reports business to be very satisfactory in the different sections of the country he has recently covered. His firm has the lease for the cigar stands in the new Book-Cadillac Hotel, which is reported will be opened on December 1, of this year.

John B. Thatcher, president of the American Box Supply Company, is on a trip through Pennsylvania with J. R. Brady, eastern representative for the A. B. S. Company. According to the reports of these business getters, conditions throughout the sections of the country covered are showing some improvement.

Fred J. W. Allen, retail sales manager of Bayuk Cigars, Incorporated, manufacturers of "Havana Ribbon," "Philadelphia Hand Made," "Prince Hamlet," "Mapacuba" and "Charles Thomson" cigars, was with us for a few days last week looking over conditions regarding their brands in this market.

Ralph Damon and "Big Bill" Winchester, Michigan representatives of Ruy Suarez & Company, manufacturers of the famous "Planco" cigars, are doing some very effective work here on this fast-selling brand. This team of hustlers report their brand to be showing improvement in all sections of the State.

Yours truly,

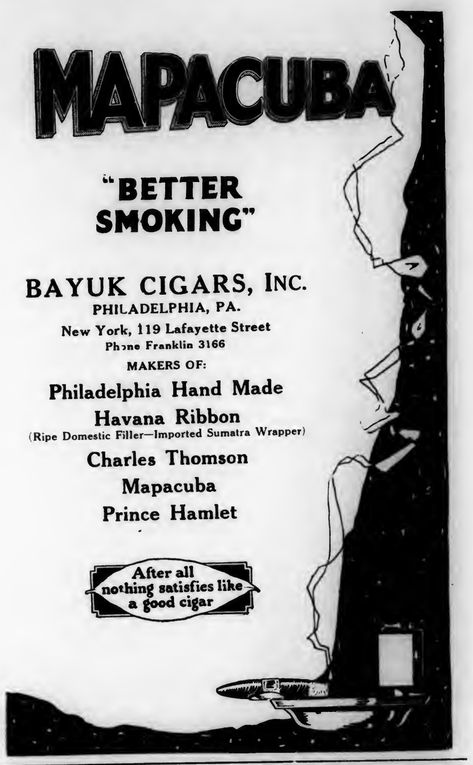
Mike of Detroit

CIGARMAKERS MEET

In the Central Theatre, Ephrata, on Monday night, June 2, over one hundred cigarmakers met, to hear the logic of organization. An orchestra entertained the crowd until the time of the opening at eight o'clock. Martin Bitzer, president of the Ephrata Cigarmakers' Local, presided. The first man introduced H. M. Good, organizer for the American Federation of Labor, stated that in every town in Pennsylvania where the trade was working, and at the same time, organization meetings were in progress. He came to Ephrata to remedy the conditions that exist where the chain shops are in operation. He did not oppose the cigar machine which automatically makes cigars, because it is a necessity in the business today. George W. Perkins, International President of the Cigarmakers' Union, was the next speaker. A man with a ready and easy flow of English, he emphasized that the greatest issue today is the welfare of the working man. He contended that economic, industrial, spiritual, and political movements are necessary in the interests of the mass of the people. He called attention to collective working in an honest cause, to continue civilization to survive. Unless working men and women organize collectively, peacefully, and in justice, an unruly force will step in and be detrimental to the country.

$250,000 TOBACCO STOLEN

Cigars, cigarettes and smokers' novelties valued at $250,000 were stolen from the United Cigar Stores warehouse in Brooklyn on May 25th by a band of thieves, who gagged and bound two watchmen, loaded the stolen property into four trucks, also property of the company, and escaped. Two of the trucks were later found abandoned.



MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1924 requirements.
WE SPECIALIZE IN BOITE NATURE BOXES
First Class Cigar Boxes Guaranteed

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Business Building

(Continued from page 12)

words praising your merchandise to the fellows who play games.

You would talk to the thinker, the student, the reader, the sitter, the philosopher, the contemplater, the lawyer, the man who possesses the "joy of life," who can be happy with the companionship of his Jimmie pipe, telling himself that while this old world is far from perfect it is after all a pretty good place of abode, and that he enjoys being alive.

Tobacco is a friend and a good friend to these estimable people, and you can profitably talk to them of its pleasures and benefits.

They will listen, they will be interested, they will agree with you, and they will thereafter enjoy their smokes more than formerly. All of which is good.

Comes now the lumberman—the Retail Lumber Dealers' Association, of San Antonio, Texas, with a co-operative advertising campaign.

They will take a full page in the newspapers of their section every week for a whole year. They do not propose to make a big circus display of a few words and let it go at that. Instead they will engage a gifted writer of stories and will have a running story entiled, "The Romance of Lumber."

It will be interesting, believe me. Imagine the thrills a writer can put in his story as he tells the adventures of the lumberjacks of the Northwest, their fights with packs of half-starved wolves on snow-covered ground, their escapes from the deadly hug of the grizzly bears, their perils from vast forest fires which rage about them, their evening pastimes in the log cabins.

Oh, the story will be thrilling. It will be read, and read by thousands.

Well, they haven't anything on cigars if you cigar fellows would chip in and make up a little purse of a million or so and spread it over the newspaper pages, entitled, "The Thrilling History of a Cigar." If you should turn an imaginative writer loose on the subject he would have every school boy with a newspaper in his pocket reading it surreptitiously in school, and you'd have to hire an extra clerk to hand out the smokes and take in the dimes.

LOUISIANA BILL TAXING CIGARS, CIGARETTES AND TOBACCO KILLED

Referring to our bulletin of May 28th inviting your attention to the measure pending in the Louisiana Legislature, providing for a 10 per cent. sales tax on cigars, cigarettes and tobacco, we beg to advise that this measure having been reported *unfavorably* after a hearing before the Ways and Means Committee, we are now in receipt of advice from counsel that the bill has been withdrawn by the proponent.

At the same time, we want to take advantage of this opportunity to express our sincere appreciation and thanks for the splendid co-operation extended by the trade in bringing about this result.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

N. C. L. T. A. CONVENTION

(Continued from Page 9)

freight and parcel post rates; repeal of the Cantrill law; endorsement of price protection legislation now pending in Congress; endorsement of Govermental tobacco experimental work;

Support of Color Committee Plan

Whereas, The Committee appointed at our last convention, consisting of Messrs. Leo L. Leventritt, W. P. Haas and William S. Paley, have devoted a great deal of time and thought in devising a proper slogan and instructive reading matter to combat the ever-increasing demand for light-colored cigars, and

Whereas, The Plan evolved is of a most constructive nature, and will by proper co-operation surely attain the desired end; and

Whereas, In developing the Plan adopted by the Committee a sum of $5500 had to be expended in order to present to the cigar manufacturers an initial quantity of placards and leaflets sufficiently large to properly send the campaign on its way; and

Whereas, The sum set aside by the National Cigar Leaf Tobacco Association of $2000 together with $1000 donated by the Leaf Tobacco Board of the City of New York and $500 donated by the Leaf Tobacco Merchants Association of Hartford, still leaves about $2000 to be provided for; and

Whereas, Under the circumstances, it is advisable that the National Cigar Leaf Tobacco Association provide the balance necessary to meet the obligations entered into by their Committee; therefore be it

Resolved, That the balance necessary for the liquidation of the indebtedness created shall be appropriated, and if such expenditure should create a deficit in the finances of our Association above the $5 per capita which can be levied upon our members under the laws of our constitution such, amount required shall form an extra per capita assessment upon the members of the National Cigar Leaf Tobacco Association collected at the discretion of our secretary and treasurer during the fiscal year, 1924-1925.

Smoking Cars on Passenger Trains

Whereas, Large numbers of passenger trains are now being operated without day coach smoking cars; and

Whereas, This practice daily deprives hundreds of thousands of passengers of the comfort and solace of cigar smoking; therefore be it

Resolved, By the National Cigar Leaf Tobacco Association in convention assembled, that it is the sense of this Association that a day coach smoking car should be attached to all passenger trains not composed exclusively of Pullmans; and be it further

Resolved, That copies of this resolution be transmitted to the general passenger agents of all the principal railway systems in the United States.

Smoke Cigar Leaf Tobacco

Whereas, a condition exists to the effect that the consumption of cigars has not kept pace with the increased population of this country; and

Whereas, This condition may be largely alleviated by an increased consumption of cigars by the members of the cigar leaf industry; therefore be it

Resolved, That we, the members of the National Cigar Leaf Tobacco Association urge our members as an example to the public to smoke only cigar leaf tobacco.

A regulation in regard to shrinkage allowances; free storage and insurance for a limited time only; urging cigar slogan be shown in windows; endorsement of the 1925 Allied Tobacco Exhibitors' exhibition; campaign for increased membership; thanks to Lancaster Leaf Tobacco Board of Trade; appreciation of the work of Washington representative; thanks to trade press; thanks to Messrs. Wilkinson and Snider.

The following officers were elected for the ensuing year:

President, Charles Emory Long, of Landisville, Pa.; vice-president, A. W. Kaercher, of Chicago, re-elected; treasurer, William S. Fuller, Hartford, Conn., re-elected; secretary, Leroy H. Nolt, Lancaster.

The following were then appointed directors of the N. C. L. T. A. for 1925-26: Marco Fleishman and Moritz Neuberger, New York; Charles M. Hipple, Philadelphia; M. J. Gans, Hartford; Joe Goldberg and Jacob Bowman, Lancaster. Directors for 1924-25 are Leo L. Leventritt and Fred Bloch, New York; S. B. Kaiser, Boston; Milton Ranck, Lancaster; Major Newburgh, Hamilton, O., and Joe Wedeles, Chicago.

It was decided that the next annual convention would be held in Atlantic City on the first Monday and Tuesday in June, 1925.

Meeting adjourned.

The Convention Banquet

The finishing touches were put on the convention on Tuesday night with a banquet at the Stevens House at 7.30 P. M., and there was a wonderful attendance. *Nothing* was lacking and the guests could scarcely do justice to the splendid line of excellent food that was set before them. The banquet ended at about 11 o'clock P. M. and everybody voiced the sentiment that the Lancaster board had made this convention one long to be remembered on account of the splendid entertainment which they had provided.

POLISH TOBACCO MONOPOLY WANTS MACHINERY

In August of this year, the Polish tobacco monopoiy will take over nine companies now holding manufacturing permits. Ultimately, all private tobacco factories in Poland will be absorbed by the government, funds from the recent Italian loan to be used for buying out individual interests. The change will concentrate Polish purchases of other than Italian tobacco, tobacco machinery, and other equipment in the hands of the monopoly, Assistant Trade Commissioner Elbert Baldwin, Warsaw, reports.

TOBACCO MACHINERY IN USE IN GREECE

The cutting of tobacco is done by hand-moved machines for the most part in Greece but these are gradually giving place to machine-cutters, states George W. Osborn, clerk to American consul at Athens. To some extent, cigarettes are made by hand but there is a gradual change in favor of machinery equipment and the greater part of the cigarette production is machine-made.

There are about 340 tobacco manufacturers in Greece using about 250 cutting machines, utilizing nearly 1000 horsepower. The machines in use are run by electricity with small motors of from two to three horsepower. Where electricity is not available, power from internal combustion engines is used, employing either kerosene or gasoline for fuel. Each machine employs a mechanic and two assistants and including packers, cutters, etc., may require twenty employees to care for the output, half of which are usually women.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

LA SOLONGA:—43,809. All tobacco products. May 1, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

GONZALEZ & ULFE:—43,810. For cigars. May 23, 1924. Gonzalez & Ulfe, Brooklyn, N. Y.

UTICA CLUB:—43,812. For cigars, cigarettes and tobacco. June 2, 1924. The West End Cigar Co., Red Lion, Pa.

AIM HI:—43,813. For cigars. April 17, 1924. The American Mercantile Co., Kansas City, Mo.

FLINT HEAD:—43,814. For all tobacco products. June 2, 1924. The American Litho. Co., New York, N. Y.

COON HUNT:—43,815. For cigars. June 6, 1924. The N. O. Swift Cigar Co., Hellam, Pa.

DELTA SIGMA:—43,816. For cigars. June 6, 1924. The Mi-Wauki Cigar Co., Milwaukee, Wis.

TRANSFERS

DON BRUNO:—28,835 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots, and tobacco. Registered May 6, 1904, by Heywood, Strasser & Voigt Litho. Co., New York. Transferred to The Fritz Bros. Co., Cincinnati, Ohio, on May 14, 1904, and re-transferred to Esberger & Bischoff, Cincinnati, Ohio, on June 2, 1924.

GEMITA:—32,403 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered October 31, 1906, by O. L. Schwencke Litho. Co., Brooklyn, N. Y. Transferred by the Moehle Litho. Co., successor to O. L. Schwencke Litho. Co., to Mazzio & Agliano, Philadelphia, Pa., on June 5, 1924.

QUEEN CAROLINE:—17,409 (Trade-Mark Record). For cigars. Registered January 20, 1897, by L. Levy & Son, New York City. Transferred to Spector Bros., Chicago, Ill., and re-transferred to George Finzelber, Chicago, Ill., on May 22, 1924.

RENEWAL REGISTRATION

MONTEBELLO:—43,811. For cigars, cigarettes, tobacco. May 26, 1924. Jacob Stahl, Jr., & Co., New York, N. Y. (Originally registered on September 20, 1902.)

LUCIFER AND GAS THE TWIN TOBACCO LIGHTERS

According to one of the largest cigar store companies in the country, it costs nearly three times as much to light the cigars and cigarettes of its customers with matches as it does with gas. This company spends approximately $300,000 a year on the little paper match books which it gives away gratis, and only about $9000, or $750 a month, on gas flames.

This means that your corner cigar store is burning three to four cubic feet of gas every hour at a cost of slightly more than fifty cents a month. The little burner with the gas flame, which, with the passing of the wooden Indian, is now the most outstanding characteristic of the "tobacconist," has survived all other forms of cigar lighting.

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

ALLIED TOBACCO EXHIBITORS' ASSOCIATION RECEIVES TOBACCO MERCHANTS ASSOCIATION ENDORSEMENT FOR COMING EXPOSITION

June 10, 1924.

Mr. Joseph F. Cullman, Jr.,
Mr. Henry M. Duys,
Mr. Samuel W. Levine,
Committee, Allied Tobacco Exhibitors' Association,
New York, N. Y.

Dear Sirs:

Referring to the petition signed by exhibitors at the Tobacco Exposition held in this city last January and presented by you as a committee representing the Allied Tobacco Exhibitors' Association, in which this association has been petitioned to endorse future tobacco expositions, permit me to say that I have been authorized by our Executive Committee to advise you that the coming exposition, which, as we are informed, is to be held during the week of January 19 to 24, 1925, under the auspices of your association, is heartily endorsed by this association.

As regards future expositions following the exposition to be held next January, we feel that it would be premature at this time to reach any conclusions or to express any opinion.

Whatever our attitude has been with respect to the two expositions previously held, it is clearly apparent from the statements presented to us that there is a genuine desire on the part of those that have exhibited at the last two expositions to give such enterprise a fair trial under the auspices of the Allied Tobacco Exhibitors' Association, an organization of eminently representative tobacco men formed for that purpose. Under these circumstances, and in the hope that it may prove a comp'ete success and result in lasting benefits to the entire industry, we are only too happy to extend our heartiest endorsement of the coming exposition to be held next January at the Grand Central Palace, New York City.

With our very best wishes, we are,
Respectfully yours,
TOBACCO MERCHANTS ASSOCIATION OF THE U. S.,
By (Sgd.) CHAS. DUSHKIND,
Managing Director.

WERTHEIMER OFFERS SUGGESTION FOR STIMULATING CIGAR CONSUMPTION

In an effort to stimulate the consumption of cigars among those engaged in and connected with the cigar industry, some of the Baltimore cigar manufacturers will shortly start to distribute small 2 x 3½ blotters bearing the following message:

When you feel like smoking
Patronize the CIGAR Industry
It helps *You!*
"SMOKE CIGARS"

to everyone they come in contact with who derive any benefit from the cigar industry. These blotters will also be enclosed in the mail that these manufacturers send to people with whom they deal.

The idea behind this plan originated with Milton Wertheimer, of Wertheimer Brothers, Baltimore, who offers it as a suggestion that might be followed with profit by everyone in the cigar business.

CIGAR BOXES
Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars
The WOODEN package is the retainer of AROMA from Factory to Consumer
The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

Meet The Man Who Handles Manilas

Constantly throughout the country now there is inquiry for the better cigars from the Philippines.

Smokers are becoming more appreciative of Manilas.

They can see the quality.
They realize how great the value is.

All long filler, strictly hand made by the Spanish method, Manilas challenge comparison with more expensive cigars from other places. Mild, free burning, piquant, Isabela tobacco appeals to men who know. Filipino makers excel in workmanship. Manila cigar factories are as fine, clean and sanitary as any in the world.

Manila popularity is not confined to Class A.

Live dealers find it profitable to feature dependable brands in various sizes.

Placing Manilas in the show case puts money in the retailer's pocket.

Build Business On Standard Brands

List of Manila factories on application.

Names of importers cheerfully given.
Further information supplied on request.

Manila Ad. Agency,
(C. A. Bond, Mgr.)
15 William St.,
New York City

JULY 1, 1924

VOLUME 44 No. 13

THE TOBACCO WORLD

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JOHN H. BAKER
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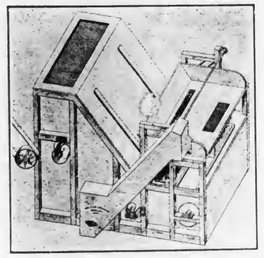
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler
CIGARS
Will do well to try our
Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company
YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

At the Gateway to the Playground of the World

This gigantic sign, 250 feet long and 30 feet high standing on the Meadows of Atlantic City, within a mile of the drawbridge, will hammer home again and again to the millions of people who visit this famous resort the fact that "The Best Cigars Are Packed in Wooden Boxes".

Why not pack your cigars in Wooden boxes and reap the benefits of this campaign?

Haven't you too noticed that already everybody is saying, "The Best Cigars Are Packed in Wooden Boxes".

After all nothing satisfies like a good cigar

"The Best Cigars are Packed in Wooden Boxes"

It's a pleasure to smoke them!

CHANCELLOR Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

SHEIP & VANDEGRIFT

INCORPORATED
NELSON M. VANDEGRIFT, President

CIGAR BOXES

QUALITY AND SERVICE
312-832 N. Lawrence St. Philadelphia, Pa.

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

MURIEL

The Cigar of Excellence

MR. DEALER:

Displaying and featuring Muriel Cigars help you make new friends. Those new friends help you make others. All of them help increase your business and make more money.

"It takes a Muriel to match a Muriel"

Made by
P. LORILLARD COMPANY
Established in 1760

PRINCE HAMLET

The Smoke of Peace

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—TEN BALES OF FLORIDA WRAPPERS, 14 to 18 inch. Light colors. A bargain. More than I can use. Edwards Cigar Co., Americus, Ga.

ONE HUNDRED CASES GOOD CLEAN SIFTINGS. Address John H. Baker Tobacco Co., Queen and York Streets, York, Pa.

WISCONSIN TOBACCO FOR SALE.—Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Co., Wis. L. G. Anderson, 2127 Iowa St., Chicago, Ill.

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 44 JULY 1, 1924 No. 13

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

A Name You Know

with a reputation maintained by the world's largest manufacturer of High Grade Cigars.

ROI-TAN

A cigar you'll like

EL ROI-TAN

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

made good

LA PALINA
CIGAR
IT'S JAVA WRAPPED

Volume 44

THE TOBACCO WORLD

Number 13

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 1, 1924 Foreign $3.50

EDITORIAL COMMENT

WHILE the May cigar production figures leave much to be desired, the fact remains that there has certainly been an improvement in the month of June if credence is to be given to the many favorable reports from manufacturers, jobbers and retailers.

We met a Chicago retailer the other day who stated that his business this year was 100 per cent. ahead of his business for the same period in 1923. We asked him how he did it, and his reply was that he had determined to double his business in 1924 and that he simply went ahead and did it by working day and night.

A salesman who has been on the road for several months selling the cigar manufacturing industry is turning in orders that have astounded his employers. When asked how he did it, the reply was similar to that of the Chicago retailer; he said he had made up his mind that there was business if the man went after it hard enough and persisted in his efforts. He says the results have fully justified his theory.

The cigar brands that are most in demand and the factories that are busiest, are those that are maintaining their advertising. This is merely a form of persistent selling effort.

There is every indication that another thirty to sixty days will see a great improvement in the cigar business. If reports are to be believed stocks are low and must be greatly increased to meet the fall demand.

Under present conditions it may seem out of place to reflect that buying in all the branches of the trade has been more or less on a "hand to mouth" basis, and that any sudden impetus to the cigar business may find many unable to take advantage of their opportunities. Lithography cannot be produced overnight, and cigar box lumber cannot be transported by airplane, or the skilled labor necessary to finish the box developed on instant notice.

We believe that the cigar business will very definitely be on the upward trend in a short time, and it behooves every branch of the industry to carefully watch developments and be prepared to take advantage of them.

THE "go-getters" of York County, Pa., are demonstrating that it isn't so very difficult to sell cigars if the merchandise is right. York County has always had the reputation of being the home of the five-cent cigar. Since the war they have passed through lean years due to the difficulty of making a good cigar to retail for five cents.

But by "keeping everlastingly at it," they have again hit the road to better times. They are putting out merchandise that is made with the utmost care and that gives the consumer full value for his nickel or dime.

The trade is beginning to recognize the merit of this group of manufacturers and their products, because they see the smoker duplicating on the brands. The smoker is the court of last resort. Therefore, business is better in York County because the York County manufacturers have made it their business to *see that business IS better.*

PLANS for the tobacco show are progressing and it is encouraging to note the trade interest that seems already aroused. All branches seem to be watching the development of the 1925 show and it seems safe to predict that it will exceed in every way the two previous endeavors.

The endorsements which the Exhibitors' Association has received will carry much weight with the industry in general, and it is only fair that the exposition idea for the tobacco industry should have a fair trial under most favorable circumstances.

We believe that the coming show is going to have every advantage that can possibly be obtained. For this reason alone there is greater interest than ever before in the undertaking. But in any event this 1925 tobacco show will surely settle the question of whether such a proposition can be made a successful annual event or not.

Meanwhile let every one in the industry put forth their utmost effort to make the 1925 exposition an unqualified success. If a billion-dollar industry can't do it, there is something radically wrong in the industry, or with it, or both.

PHILADELPHIA.

DUSEL, GOODLOE & COMPANY BUYS DUNCAN & MOORHEAD BUSINESS

At the offices of Dusel, Goodloe & Company, last week announcement was made that that firm had closed negotiations whereby they would take over the business of Duncan & Moorhead, at 622 Chestnut Street.

This deal gives the firm of Dusel, Goodloe & Company, the distribution of the largest selling brands in the East, including many clear havanas.

While the Duncan & Moorhead business will be conducted hereafter under the management of Dusel, Goodloe & Company, it will be operated entirely separate from the North Seventh Street business. No changes in the policies of the two companies is contemplated at present.

FRANK M. TELLER DIES

Frank M. Teller, who was a prominent cigar manufacturer in this city for many years, died at his home in the Hotel Majestic, on Saturday, June 14th, following a stroke of apoplexy several months ago. Mr. Teller was at one time connected with the firm of Frank M. Teller & Company.

Funeral services were held on Monday from the residence of his sister, Mrs. Fleischer, 2223 Green Street.

BAYUKS OPEN ANOTHER FACTORY IN NEWARK

Bayuk Cigars, Incorporated, have opened another factory in Newark, making their second in that city. The new factory is located at 84 Madison Street, and is a three-story building. This addition to the already large chain of factories operated by this firm will help meet the steadily increasing demand for Bayuk products in this territory.

YAHN & McDONNELL ACQUIRE NEW SHOW WINDOW

A new show window has been placed in the Chestnut Street side of the Adelphia Hotel, in back of the cigar stand which is operated by Yahn & McDonnell. The window will be ready for use within a very few days and should be an aid in securing more sales for this excellent stand.

Charles M. Pleasant, of "Antonio and Cleopatra" fame, visited their Philadelphia distributors, Dusel, Goodloe & Company, yesterday.

GATES VISITS PHILADELPHIA

Samuel T. Gates, vice-president of the Webster Cigar Company, Detroit, Mich., called at the offices of Dusel, Goodloe & Company, who are distributors for the "Webster" cigar in this territory, last week. Mr. Gates was returning from Atlantic City, and dropped in to discuss conditions and prospects for his brand.

CIGAR FACTORY BUILDING SOLD

The five-story cigar factory, recently operated by the General Cigar Company, at 1147-1153 North Fourth Street, this city, has been conveyed to the Royal Pioneer Paper Box Company, subject to a first mortgage of $140,000.

LICHTY RETURNS TO HIS DESK

Ben R. Lichty, president of Otto Eisenlohr & Brothers, has returned to his desk following an illness of about a week's duration, when he was confined to his home with a severe attack of tonsilitis.

UNITED-SCHULTE MERGER CANCELED

Official denial has been made by the head of the Schulte Retail Stores Company, that a merger of the United and Schulte stores is to be made. It was stated that although negotiations have been talked over from time to time, thus justifying the rumor, the plan has now definitely been called off.

Contrary to expectations, however, the stock of the Schulte Company has advanced in price in the market following the announcement.

HANIGAN PURCHASES FINE BINDERS

B. N. Hanigan, of the East Prospect Cigar Company, has just recently purchased a choice lot of Connecticut binders for use on his popular brands, "Airdale" and "Emilia Garcia." These brands are enjoying a good healthy sale and becoming more popular day by day.

A TIP FOR CIGAR MANUFACTURERS

An article from the Boston News Bureau recites the cigar preference of a number of prominent executives in the tobacco industry but the article concludes, "Liggett & Myers have no cigar interests, however, so that Mr. Dula abandoned the cigar as a matter of principle, and took to the pipe, which he fills with one of his own products."

Mr. Dula's principle is equally applicable in the cigar manufacturing industry.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Federal Trade Commission Issues Ruling on Misbranding

Washington, D. C.

THE use of the word "Tampa" on cigars not actually made in that city and "Havana" on cigars not made of real Havana tobacco will hereafter be deemed an unfair method of competition, the trade is warned by a recent decision of the Federal Trade Commission.

The decision was rendered in the cases of C. N. Dellinger, of Red Lion, Pa., dealing as C. N. Dellinger & Company, and John M. Thomas, of Indianapolis, dealing as the Tampa Ribbon Cigar Company. The commission found that the respondents entered into agreement resulting in C. N. Dellinger & Company manufacturing certain cigars which later were labeled and branded with labels furnished by the Tampa Ribbon Cigar Company, which is a distributor of tobacco products, the labels containing the words "Tampa" and "Havana."

According to the findings, the word "Tampa" when used on labels on cigars, is understood by a substantial part of the purchasing public to indicate that such cigars were manufactured in Tampa, Fla., and that cigars branded "Havana," give the impression that the tobacco of which they are composed was grown on or imported from the island of Cuba.

The orders issued by the commission call upon the respondents to cease and desist from using the word "Tampa," alone or in combination with any other word or words, in labels, brands or legends on cigars or on the containers thereof, or in advetisements thereof in connection with the manufacture and sale or distribution of cigars, if such cigars are in fact not made in the city of Tampa or the Tampa District of Florida, and from using the word "Havana," alone or in combination with any other word or words, in labels, brands or legends on cigars or on the containers thereof, or in advertisements thereof, in connection with the manufacture and sale or distribution of cigars, if such cigars are not composed of tobacco grown in and imported from the island of Cuba.

Price Maintenance Charges Dismissed by Federal Trade Commission

The dismissal of the complaint against the Tobacco Products Corporation and the Falk Tobacco Company, of New York, and the Cincinnati Wholesale Tobacco Association, its officers and members, of Cincinnati, has been announced by the Federal Trade Commission. The complaint charged the respondents with conspiracy to maintain a resale price system in the sale of tobacco products.

The commission points out that the dismissal of this case has no effect upon two other cases now pending against the Cincinnati Wholesale Tobacco Association.

The decision of the commission to dismiss the complaint was opposed by Commissioner Thompson in the case of the Falk Tobacco Company on the ground that the Cincinnati association was a price-fixing combination; that the Falk Company did not put on its direct list jobbers outside the association, unless they were approved by the association or became members of the association; and that the Falk Tobacco Company refused to sell those who did not maintain prices as required by the association. He urged that an order should be issued requiring the discontinuance of these practices.

Traffic Problems Being Discussed at Conference Called by Department of Commerce

Decentralization of congested areas in large cities and the development of lesser business centres, with consequent expansion of parking facilities and arteries of travel, is being given earnest consideration by a traffic safety group, formed of representatives of a number of national organizations interested in transportation and highway safety, called by Secretary of Commerce Hoover.

City planning, Mr. Hoover declared at a recent meeting of the organization, has an important part to play in solving the traffic problem of the future. Cities are constantly being faced with the necessity of rebuilding themselves, and it is proposed to formulate recommendations which will enable municipalities to make their streets more usable, both to meet the needs of the present and the future.

A number of problems will be taken up for consideration, including the possible separation of grade levels; cost to cities due to congested districts and resulting delay in movement of traffic; classification of streets according to traffic uses; by-pass routes around congested districts; traffic in its effect on shopping districts; widths of streets with regard to the type of traffic and the reduction of crossing hazards; taxicab "cruising" as a contributing factor in congestion, and the relation of traffic to the bulk, height and use of buildings. It was brought out that the occupants of one big New York office building are so numerous as to tax the traffic capacity of the subway for nearly an hour.

Business in every large city is faced with the traffic problem today. Retail stores find it difficult to provide parking space for their patrons; wholesalers and others find it difficult to receive and load goods.

York County News

York, Penna., June 28, 1924.

YES—BUSINESS IS GOOD, and the large increase in the production of cigars in York County is not alone due to the progressive selling programs adopted by the York County cigar manufacturers, but to the fact that they have conscientiously looked after their manufacturing methods, as well as used great care in the selection of the best tobaccos procurable, to make a quality product.

We can all recall the time when scrap filler cigars were made from filler tobaccos of nondescript type, and cut so fine that a great portion of it was dust, but today the manufacturer carefully selects and prepares his filler tobaccos and cuts it in large size pieces, and puts it through a preparation that thoroughly eliminates all dust and small scrap, so that the scrap filler cigar of today, smokes, and can scarcely be detected from the long filler cigar, and as far greater possibilities are available in the blending of tobaccos in scrap, the production of more uniform cigars of better smoking quality, is made possible.

The same great care is also exercised in the selection of wrappers and binders, and with the manufacturers having an eye always open for ideas and the adoption of them, for the betterment of their product, York County scrap filler cigars are bound to increase in production and popularity.

YORKANA

E. B. Strickler is increasing his production on "Strickler's Double Quality" cigars to meet the demand.

"Strickler's Double Quality" cigars are packed in a very attractive and novel style wood box of fifty cigars each, with special tin foil flaps printed in two colors, the quality of this cigar being in keeping with the high standard of this concern.

Yorkana Cigar Company.—This firm is specializing in "Garcia Triangulares" and are far oversold and constantly increasing production in their endeavor to keep the trade supplied.

EAST PROSPECT

A. F. Burg reports an increased demand for individual foil wrapped cigars under his brands, "Pinta," "Spencer," "Wilson" and "John Carr."

East Prospect Cigar Company are enjoying a good trade on their always popular brands "Epco," "Airedale" and "Emilia Garcia." The "Epco" brand is packed in a very attractive pocket pack of five cigars as well as in the regular wood box of fifty. These cigars are wrapped with Sumatra and Shadegrown wrappers.

RED LION

J. C. Winter & Company are increasing their already large production of "O'San," ten cents and upwards; "Skill," two for fifteen cents, and "Champagne," five-cent cigars, to meet the great demand these brands are having.

T. E. Brooks & Company are greatly oversold on "Canadian Club" and "Havana Sweets" cigars. The new factory opened by this firm at Windsor, Pa., recently, under the personal supervision of Mr. Thompson, the junior members of this firm, is on a good production basis.

A. C. Frey & Son are having a satisfactory call for their "Maud Muller" brand. Vernon D. Frey, of this firm, is visiting Omaha, Neb., as representative of the Lions Club of Red Lion, Pa., to the International Convention of Lions Clubs now being held in Omaha, Neb. While in the West Mr. Frey will visit some of their distributors.

Consolidated Tobacco Company report large sales on wrapper and filler tobaccos.

G. A. Strobeck is introducing to the trade a Triangulares shape cigar under the "Gasco" brand. This cigar is packed five in a bundle and wrapped in an imported transparent vegetable paper, the bundles being arranged in the box in a very novel and attractive manner, and should have a big appeal to the consumer, as a five-cent seller, the cigar being of exceptional quality.

W. C. Frutiger & Company are successfully placing on the market a new small Perfecto cigar under the "Victory" brand. This cigar is Sumatra wrapped, Havana filled and meets the increasing demand for a nickel cigar of smaller size and greater quality.

The alterations to the factory of the Superior Cigar Company, made necessary by the damage it received in a terrific windstorm the early part of June, have now been completed and this firm are operating at full capacity.

T. L. Adair & Company are receiving a big volume of orders for "Argood" and "El Cortel" cigars.

The new concrete road to be built between York and Dallastown, is now under construction and will be a great convenience to the public, when completed. Until completed a detour is in effect via Yorkana and Freysville to Red Lion, and repairs are being made to this road to expedite travel.

Kelly Cigar Company are very optimistic about business, as they have recently booked some very large orders for "Kelly" cigars, and are receiving many inquiries from jobbers who desire territory allotted to them for this popular brand.

D. C. Kaltreider & Son are making increased shipments of "Apollo" individual foil wrapped cigars to their jobbers.

WINDSOR

Herbert L. Smith is having a good call for "Havana Brown" and "Jarona" Invincibles, individually foil wrapped.

W. H. Snyder & Son are speeding production to meet the increased demand for "Prescription," "Country Club" and "Dunora" cigars, and are packing a good portion individually wrapped in foil.

Windsor Cigar Manufacturing Company are operating at full capacity to meet a big demand for their "Havana Cadet" brand.

Jacobs, Holtzinger & Company are enjoying a good volume of business on their "El Teano" and "Lew Morris" brands.

DALLASTOWN

The Merchants Cigar Box Company, Dallastown, Pa., have recently installed their plant with the latest improved lock corner box machinery for manufacturing Boitre Nature cedar boxes, for which there is an increasing demand. This plant is one of the largest and best equipped cigar box factories in this section, and is under the efficient management of Harry Sprenkle.

J. R.

DETROIT

Peninsular Company Entertains Sales Force—Ed. Halsey Enters Jobbing Field—Bob Ellis a Visitor—Marcelino Perez Products Enjoying Good Distribution Here—"La Palina" Well Advertised

Detroit, Mich., June 25, 1924.

BUSINESS for the past few weeks in this section has been somewhat quiet, although the local jobbers' salesmen report their customers are buying on each trip, the orders are small. Very few dealers are buying deals or drop shipments. Downtown retailers report business as being normal for this season of the year. The employment situation has had some effect on the trade in the different sections of the city, owing to automobile plants closing down for the annual inventory and vacation period. This condition will exist for the next few weeks, and there is no cause for alarm regarding business, for business is *GOOD*. The Employers' Association of Detroit reports a decrease of 2058 men employed during the week-end. The aggregate working force of the firms reporting is now 202,153.

Local cigar manufacturers report business as being *GOOD* for the summer months, and their production keeping pace with former years for the same period. The call for "Humo," "Dime Bank," "Webster," "Robert Emmett," "R. G. Dun," "El Javana," "Pastoria" and "Swift" cigars, all of local manufacturers is increasing daily. The sale on "El Producto," "La Palina," "Popper's Ace," "Dutch Masters," "Chancellor," "Blackstone," "San Felice," "Cinco," "Cuesta Rey," "Planco," "Girard" and "Roi-Tan" cigars, is showing steady improvement.

The Peninsular Cigar Company entertained the sales force of their Toledo branch on Saturday, June 14, with a tour of inspection of the Mazer-Cressman Cigar Company's local plants. Luncheon was served at the Statler Hotel for the Detroit and Toledo boys. Later in the afternoon the Mazer-Cressman boosters attended the ball game between the Tigers and Yankees. Joe Garvett, vice-president and general manager of the Peninsular Cigar Company, was the master of ceremonies and the boys pronounced him an ideal host.

Steve J. Herz, sales manager of D. Emil Klein Company, Incorporated, manufacturers of "Emenelo," "Nottingham," "Bradfield," "Charing Cross" and numerous requested private brands, was with us for a few days last week. When asked how's business, Steve was all smiles, saying it was excellent and that it was improving in all territories. He said he was very happy over the many fine accounts his firm was serving and that he was receiving fine reports from all of his distributors in all sections.

Harry Rogers, of the H. L. Rogers Company, manufacturers and importers of fine leather goods and smokers' articles, and the United States agents for the famous "Peterson Pipe" was here last week. Mr. Rogers was on his way to the Pacific Coast, which trip he makes several times each year, stopping over at all the leading cities en route. Mr. Rogers is taking along a very handsome line of imported metal ash trays and stands which he is sure will find a ready market with all dealers.

Herman Goldsmith, of L. & H. Stern, Inc., manufacturers of smoking pipes and holders, called on the trade here this week, showing a very attractive line for the holiday trade. Joe Mainzer, who is the old regular for this territory is confined to his home ill, so Herman is making his rounds while Joe is incapacitated.

Mr. Whitford, of the Bradley & Hubbard Mfg. Co., Meriden, Conn., makers of an exclusive line of smokers' articles, worked the trade here last week. Mr. Whitford was showing the most up-to-date line for the holiday trade, ever shown in this market. According to reports he sold practically every dealer some of his various novelties.

Jack Planco, of the firm of Ruy Suarez & Company, manufacturers of "Planco" cigars, called on his distributors here last week. Jack reports his business is increasing in all sections of the country.

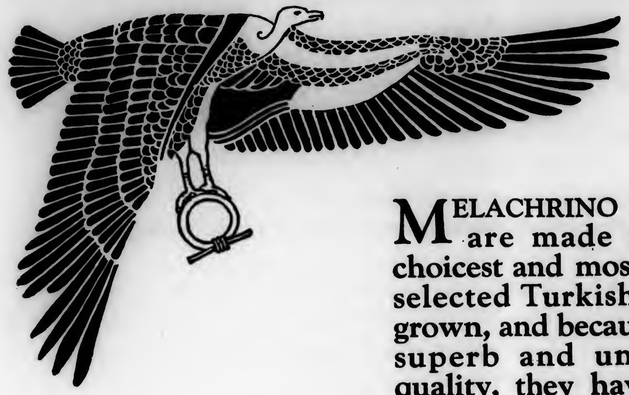
Bill Reddling, the able assistant of Bert Johnson, has returned from a two weeks' vacation spent in Cleveland and vicinity.

Ben Jarrett has accepted a position with the Continental Tobacco Company, and will work under the supervision of Dick Tobin, who has charge of the Continental products for the State of Michigan.

John W. Merriam, of M. Bustillo & Merriam, Tampa, Fla., was registered at the Detroit Athletic Club last week. John reports business as being very good all along the route covered this trip. His brands are big sellers in the exclusive clubs throughout the country.

Matt Behrman, state representative of the Mazer-Cressman Cigar Manufacturing Company, was a caller at the home office last week. Matt reports the Mazer products as growing in popularity in all sections of the state. On his recent trip he closed with the following firms for the distribution of the Mazer-Cressman products in their various territories, *viz.:* Harry W. Watson Company, Flint; Otto Zigler & Company, Lansing;

(*Continued on Page 16*)



MELACHRINO cigarettes are made from the choicest and most carefully selected Turkish tobaccos grown, and because of their superb and unchanging quality, they have had no rival for forty-three years.

ORIGINAL

MELACHRINO

"The One Cigarette Sold the World Over"

EXHIBITORS' ASSOCIATION HOLDS LUNCHEON

Plans for the next Tobacco Show, to be held in Grand Central Palace, New York City, next January, were discussed at an informal luncheon held at the Hotel McAlpin, on Thursday, June 19.

Asa Lemlein, business manager of the association, reported on present conditions and progress that was being made.

All those present pledged their hearty co-operation to make the next Tobacco Exposition a great success.

Those present at the luncheon were:

Albert Freeman, S. J. Freeman & Sons.
George Messerschmitt, Rochester Folding Box Co.
James Regan, Universal Tobacco Machine Co.
H. J. Goldwater, National Board Tobacco Salesmen.
Henry M. Duys, H. Duys & Co.
P. V. Hoyle, *Tobacco Leaf*.
Charles Bobrow, Bobrow Brothers.
R. V. Craggs, International Cigar Mach. Co.
B. M. Hanigan, York Co. Cigar Mfrs. Assn.
Thomas F. Sullivan, *U. S. Tobacco Journal*.
Judge Henry H. Hunter, Retail Tobacconist Assn.
Samuel W. Levine, H. Duys & Co.
H. A. Cochrane, National Exposition Company.
Asa Lemlein.
Anthony Coulopides, A. Coulapides, Inc.
Steamboat Fulton, Mgr. Tobacco Dept., *N. Y. American*.
Carl Avery Werner, *Tobacco Leaf*.
Carlos Pujol, care of Cuban interests.
Fred Hillman, Tobacco Record Publishing Co.
Alfred Orlik.
J. Culver Wolfe, Wm. J. Seidenberg Corp.
James J. Head, Benson & Hedges.
Honorable Felipi Toboado, Consul-General, Cuba.
John Laird, Jr., Sport Briar Pipe Co.
Mr. A. Patrey, Mr. Pollack, *The Retail Tobacconist*.
Edward H. Davis, *U. S. Tobacco Journal*.
Henry Heney, East Prospect Cigar Co.
Mr. Klein.

Recent additions to the list of exhibitors for the coming Tobacco Industries Exposition, are as follows:

American Lithographic Co.
Bahnson Brothers
Brunhoff Mfg. Co.
Connecticut Valley Tobacco Assn.
E. P. Cordero & Co.
Cullman Brothers
H. Duys & Co.
S. Frieder & Son
S. J. Freeman & Son
Josephson Brothers
Rochester Folding Box Co.
Chas. J. Waxelbaum & Co.
Tobacco Merchants Association
United States Tobacco Journal
Tobacco Trade Journal
Tobacco Leaf
Retail Tobacconist
Carl Upmann

A. Coulapides, Incorporated, is the most recent acquisition and this progressive young cigarette manufacturing firm is planning to put on an exceptionally interesting exhibit that will be of great educational value to the public as well as the trade.

CIGARS
BUSINESS BUILDING
BY A TRAINED BUSINESS MAN AND ADVERTISER
WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.
ALL RIGHTS RESERVED

I WAS mightily interested in a rambling talk some travelling salesmen had together in a Pullman smoker the other evening.

Of course they talked business. What else would you expect salesmen to discuss unless it be women, politics or sport.

They knew a lot of people, these boys, knew of many failures and some successes, and the causes, whys and wherefores. They mentioned names and towns, so their talk was authentic.

One of the big causes that keeps many men from success, they agreed, was a frosty tongue, an unhappy faculty of saying caustic and sarcastic things, instead of courteous and pleasing ones.

They gave instance after instance in support of this assertion. How a manufacturer lost a large buyer by making a sharp retort, how a bank clerk was held down from promotion for making continual little digs with his tongue, how a capable and intelligent physician had a dinky practice for the same reason.

I said nary a word, but I thought thoughts. I thought to myself, "I don't believe there is one out of a hundred of my readers who drives customers away by reason of a sharp and acid tongue. They are too good business men. They have read too much in this department about the value of courtesy."

But I would like to say to that one—Watch your tongue, Old Top, watch your tongue. Wash off the vinegar and keep it covered with molasses. Don't try to be witty, which often cuts, but try to be pleasing.

Who is the Man-of-Tomorrow, friend dealer? Is it you? I hope it is, for you have had your day of youth, of learning, of preparing, and tomorrow you want to reap the reward of your experience. How? Why by having a good trade, satisfied customers and a profitable business. That's how!

But there is the Boy-of-Today.

Tomorrow he will be a man. And permit me to observe he will be Some Man.

Today he is a school boy, and a boy scout. Getting his mind strong, quick and active. Getting his body strong and supple.

Tomorrow he will join a Business College, and learn the many things about clerking, selling, display, advertising, and such.

Some of him will buy out a cigar store, and put all this energy and technical knowledge into running it. And he will run it Right—with speed, and pep. And he will gather in the trade within a mile or so.

I hope he don't settle near you, or he would cause you to do a little floor-walking o'nights.

There is but one thing for you to do, and that is to get busy improving your business methods, becoming more efficient, and learning all the new business rules according to Hoyle. Read the Business Building Department and follow its suggestions.

It is dangerous to prophesy, but I claim to be a brave man, and so I will venture on this dangerous ground.

I prophesy that there will be a renaissance, a comeback, a recrudescence of the Jimmie Pipe. And smoking tobacco.

A newspaper stated that the pipe of General Dawes is almost as famous as the man himself. He will take his pipe along on his journeys, and thousands will get in on the pipe habit, for habit is catching.

Why not capitalize this prophesy?

Did you ask how?

Why, thusly:

Hang a Jimmie Pipe conspicuously in your window. Display several bags of fine tobacco, one or two partly opened. Print a large placard reading:

A pipe promotes calmness, reasoning, common-sense. Helps solve big problems. Makes Vice-Presidents, and perhaps Presidents.

We specialize on pipes and fine tobacco to go with them.

If you will do this right, and dramatize the display, with suitable background and foils, and all that, you will catch the fancy of the people and put your store on the map.

You can re-enforce the effect by getting illustrations of the great pipe smoker and pasting them up. Don't make a political question of it, for that would harm you.

The pipe craze will not come quickly, not burst suddenly on the country. It will come gradually. Therefore your campaign should be a long one, but when the public gets the "Pipe Habit" it will double your sales of pipe tobacco.

Why don't you do it, Friend Clerk?

Do what?

Why, learn show card writing, to be sure.

Here's a grocery paper before me; an' the editor is slipping out a great loud holler. He hands three full pages each month to a professional show card man who is giving lessons in this valuable work. Tells them

(*Continued on Page 22*)

Of course Fatimas cost a few cents more

Fatimas have always cost a few cents more than ordinary cigarettes—and they always will.

For it simply isn't possible to put such costly tobaccos into a cigarette and sell it for any less.

True, there are scores of cigarettes on the market today, costing less than Fatima and claiming to be just as good. But smokers who appreciate genuine cigarette quality know the difference.

They want the real thing and willingly pay a few cents more to get "Fatima quality".

FATIMA

"What a whale of a difference just a few cents make!"

Copyright 1924, Liggett & Myers Tobacco Co.

Detroit News

(Continued from page 12)

La Pointe & Company, Mt. Clemons, and H. J. Payette, Port Huron.

Eddie A. Halsey, who for many years has covered this territory for the Field Cigar Company, Bayuk Cigars, Incorporated, and the Bernard Schwartz Cigar Corporation, has opened up a jobbing business under his own name. Eddie is well known to the retail dealers of Detroit and vicinity, who will be glad to hear of his new step in the tobacco industry. For the present Eddie will operate his business from 14084 Woodslee Avenue and at a later date he will have a downtown location.

Eddie Marlin, representing V. Guerra, Diaz & Company, manufacturers of "La Mega" made in bond cigars, called on the trade here last week and reported a very satisfactory business on his line.

Bob Ellis, western representative of San Martin & Leon, of Tampa, Fla., was with us for a few days last week. Bob reports his brand as doing very nicely in all sections of the country.

E. A. Kline, Jr., of E. A. Kline & Company, manufacturers of the famous "Medalist" cigars, called on the trade here last week.

Irving H. Hahn, of R. Steinecke Company, the "Aresco" kid of the Middle West, gave us the once over last week. Irving reports his business as being in a very healthy condition in all sections of the country.

Mort Hammer, the debonair representative of Marcelino Perez & Company, manufacturers of the famous "Tuval," "Redencion" and "Count Pontchartrain," Havana cigars of rare quality, was on the list of visitors here last week. Mort was very happy over the fat orders he sold here, saying this was a peach of a trip. His brands enjoy a fine sale in the City of Detroit and the leading merchants here are his distributors.

E. P. Oakes and E. H. Gato, 3d, of the E. H. Gato Cigar Company, Key West, Fla., were with us for a few days last week, having run in from the Windy City to look over conditions here. According to reports from these two Beaux esprits, their brands are showing some speed in the various sections of the country. E. P., says his retail stores are enjoying a fine business and that he has the best locations in the Windy City.

M. W. DeWaters, western representative of the Pollock Stogie Company, Pittsburgh, Pa., was on the list of visitors here last week.

Walter M. Jacobs, of Starlight Brothers, Incoporated, New York, N. Y., manufacturers of "La Rosa de Paris" cigars, was with us for a few days last week. Walter reports business as being very satisfactory all along the route covered this trip.

William McDonald, of M. F. Minden Company, Incorporated, makers of "Bouquet De Paris" cigars, called on the trade here last week. This was Bill's first trip in this section for his new firm, and according to reports he booked some nice business for "Bouquet De Paris" cigars, which enjoy a very nice sale in this market.

Louis Erdt, master of ceremonies of the "Melachrino" and "Tareyton" cigarette departments of the American Tobacco Company, gave us the once-over last week. Louis reports the sales on these two well-known brands as increasing in all sections of the country.

ABOVE ALL
BOLD CIGARS

Bold cigars are the leading sellers with thousands of dealers catering to steady trade who appreciate quality.

They are wonderful Business Builders.

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Topic-LaTosella-Recall

"El Verso" and "San Felice" cigars, products of the Deisel-Wemmer Company, Lima, Ohio, and distributed in the State of Michigan by Lee & Cady, Incorporated, are enjoying a fine sale in this market. Both brands are being advertised in the newspapers and billboards, calling the attention to the smokers to these quality brands.

Mark Abel, traveling representative of the H. L. Rogers Company, Incorporated, manufacturers and importers of smokers' articles, called on the trade here last week.

Sheriff Nelson, of Bayuk Cigars, Incorporated, was with us for a few days last week, doing some of his stunts on the main stem, advertising "Havana Ribbon" cigars. The Sheriff is always a welcome visitor here, and he gets many a hearty laugh from the tired retailer with his breezy line of talks. The brands of Bayuk enjoy a wide distribution and a very healthy sale on this market.

R. E. Watkins, of the Watkins Cigar Stores Company, has opened up his summer home on Union Lake for the season.

"La Palina" cigars (Congress Cigar Company) are being well advertised in the newspapers and billboards in our city. Many electric signs in choice locations are seen on the main streets on prominent stores. The "La Palina" cigar enjoys the distinction of being the leading and most popular seller in this section. Lee & Cady, Incorporated, are the distributors of "La Palina" cigars for the State of Michigan.

Yours truly,

Mike of Detroit

First Impressions Last

Scientists tell us that our impressions are received in the following manner: 1% through touch; 1% through taste; 1% through smell; 12% through hearing; and 85% through sight.

How important, then, is appearance in the making of a sale—how essential that your cigars be most attractively boxed and properly displayed.

Every L. & M. cigar box is a salesman, silent but sure. Put them to work for you.

LESCHEY-MYERS CIGAR BOX CO.
CIGAR BOX MANUFACTURERS
YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

A REAL SERVICE

MANUFACTURERS of Good Cigars cannot afford to deny their merchandise the benefits of all the valuable attributes possessed by SPANISH CEDAR—concededly the most preferable container material.

The SPANISH CEDAR CIGAR BOX is more than just a package medium. It somehow dissolves all rough raw and rank fermentation in tobacco, and infuses cigars with its mild characteristic fragrance which is virtually indispensable to every blend.

The "Package Problem", often a cause of despair to producers of high quality delicate merchandise, is completely and perfectly solved for the manufacturer of fine cigars who uses SPANISH CEDAR BOXES.

After all nothing satisfies like a good cigar

The eyes have it—a while!

MARK TWAIN said that if you caught 'em both naked you couldn't tell a duke from a hotel clerk.

Mark KNEW something!

Here's a case in point, as they say in Congress.

* * *

Last Friday, the boys dropped in to play a few rounds of the old army game.

The ceremonies opened with the passing of a box of Cinco cigars, as was only fitting for such a noble occasion.

All hands fell to, except the young sport model banker from the Gibraltar Trust Co. Did he take a Cinco? He did not! His classic features registered injured pride. With a flourish he whipped out of his vest pocket a "Bankers' Special," three-for-a-half.

Within five minutes, roodles were upon them, and a couple of pat hands were out.

Down went half-consumed Cincos and the "Bankers' Special" on the same ash tray. Without the red and gold bands to doll up either, they looked as much alike as Mike and Ike.

When the clouds of battle cleared away and the survivors reached for their cigars again, the lumber dealer got the "Bankers' Special." Sport model banker got a Cinco. He threw a wicked smoke screen as he dealt the next hand.

"Good cigar, Sport," said the man under the guns. "What is it?"

"Bankers' Special; three-for-a-half. Only thing I can smoke."

"Like it?" . . . "Damn right!"

* * *

And outside the rain drops pattered softly in the stilly night, while, from across the distant moor a hoot owl called plaintively to its mate . . . . . "Cucko-o-o-o-o!"

* * *

There will always be people who buy shiny red automobiles with nickel trim without lifting the hood. But the verdict of men who smoke Cinco — and they ought to know — is just this:

"Cinco is better than the average ten-cent cigar and I get 2 for 15c."

Why not? Otto Eisenlohr & Bros., Inc., of Philadelphia, have made BILLIONS of cigars in the last 74 years. They learned, long ago, to forget frills and concentrate on quality.

With a value like Cinco — backed by national full page color advertisements, it isn't surprising that many distributors consider the Cinco franchise their biggest asset.

Cinco

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

LET US HELP YOU
ELIMINATE THE TOBACCO BUG
By treating your tobacco with the exterminator
BY THE SHUEY PROCESS OF STERILIZATION
The only known preparation on the market that will give you permanent relief from future infections

Tested Approved and Adopted by Leading Growers, Packers and Manufacturers

USE SHUEY'S SATISFACTION Tobacco Herein — OUR TO DEALER Contained Treated — by Process of Sterilization — TO CONSUMER STAMP — BENEFICIAL PURITY

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself
SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OHIO

"BEST OF THE BEST"

OP'TIMO — VERY MILD — VERY MILD — CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

CLASS B PRODUCTION TAKES DROP IN MAY

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of May, 1924, and are issued by the bureau. (Figures for May, 1924, are subject to revision until published in the annual report.)

Products.	*May, 1923.*	*May, 1924.*
Cigars (large)		
Class A .....No.	203,881,015	213,352,542
Class B .....No.	140,377,005	114,341,238
Class C .....No.	218,814,867	212,976,683
Class D .....No.	10,218,782	10,580,010
Class E .....No.	2,624,182	2,069,053
Total	575,915,851	553,319,526
Cigars (small) .....No.	45,550,027	49,699,793
Cigarettes (large) ..No.	1,504,243	1,076,979
Cigarettes (small) ..No.	5,554,990,050	6,391,992,423
Snuff, manufactured lbs.	3,364,281	3,211,622
Tobacco, " lbs.	32,996,629	31,736,808

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in enclosed supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of May.

Products.	*May, 1923.*	*May, 1924.*
Cigars (large)		
Class A .....No.	6,886,500	7,973,725
Class B .....No.	1,460,025	747,350
Class C .....No.	8,072,490	2,127,000
Class D .....No.	2,125	3,675
Total .....No.	16,421,140	10,851,750
Cigars (small) .....No.	2,000,000	1,000,000
Cigarettes (large) ..No.	49,500	1,000,000
Cigarettes (small) ..No.	83,500	.....

Tax-paid products from the Philippine Islands for the month of May.

Products.	*May, 1923.*	*May, 1924.*
Cigars (large)		
Class A .....No.	15,658,078	12,584,945
Class B .....No.	277,925	251,945
Class C .....No.	122,899	165,717
Class D .....No.	525	100
Class E .....No.	35	25
Total .....No.	16,059,462	13,002,732
Cigarettes (small) ..No.	66,530	87,950
Tobacco, manuf'd ...lbs.	62	12

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

GERDTS SELLS "NATIVIDAD"

John Gerdts, who is proprietor of the firm of Frankel, Gerdts & Company, has sold the "Natividad" factory, together with stock and brand name to Ehrman Bros.-Horn & Co. The factory, on Clay Street, San Francisco, has been closed except that the cigars on hand are being banded and packed there to conform to the internal revenue laws. Mr. Gerdts is retiring from the cigar business on account of ill health.

Only Half the Story

SINCE 1900 the leaf tobacco of Porto Rico * * * has been slowly but steadily increasing in popularity, and now * * * is in great demand.

The quantity of tobacco of all types used annually by American cigar factories is about 150,000,000 pounds; the yearly imports of Porto Rico leaf approximate 26,000,000 pounds, or more than 17 per cent of the total.

"The American Cigar,"
By CARL AVERY WERNER in American Mercury.

No manufacturer in the United States uses all Porto Rico in his cigars. Blended with other tobacco, Porto Rican leaf is present in 25 to 30 per cent of the American production.

The White Stamps say it's PORTO RICAN

It's Good because it's PORTO RICAN

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY
136 Water Street, New York — *J. F. Vazquez, Agent* — Telephone John 1379
Send for free copy "Tobacco Trade Notes"

Business Building

(*Continued from Page 14*)

they can get a complete writing outfit for six berries, and can become proficient with a little practice.

He says that writing show cards is real fun—just as much pleasure as holding a pretty girl's hand at a movie. I doubt that; but I do know that it is a valuable accomplishment, it's a business bringer, and it will add to the value of your services.

A window without show cards and price cards is like an egg without salt, or an auto without gas, or an electric light without the juice.

It is flat.

But a little printed wit, and humor, and with prices given; why, it gingers up. It smacks people right in the eye and tells 'em to look. And they halt quick-like, as though some one said "Stick 'em up." And they stop, and look, and read, and enter, and buy.

All of which is good, and makes the boss pleased, and your salary larger.

"I value my enemies," said an old Greek philosopher, "because they tell me my weak points, and thus, knowing them, I can eliminate them."

Wise old boy, that.

For by eliminating his faults and strengthening his virtues he became a superman and his words of wisdom taught the ancients and are still teaching we moderns.

If you will take the slogan "Know your faults" you will most certainly be so successful that you'll have a big income tax ere many years.

You will look for weak spots in your business, and if you have developed a miscroscopic eye you will find, not one, or two, or three, but oodles of them. All so little that you can't see them with the naked eye. But every dinged one of them is nibbling at your business and taking slices from your profits.

But, having found them, don't try to banish them all at once, for you will find their roots so deep that you can't do it. Tackle one at a time. Correct it. Get it out and then get a system that keeps it out. Then go after another, and so on.

Don't neglect to do this, for it is important. The demand for increasing efficiency makes it necessary. Your competitors will get busy on this line. They won't tell you about it, but they will slowly increase their trade, and slowly gather yours, and you'll never know a thing about it till your engine begins to miss and you find your gas is running low.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

COTTON TOP:—43,823. For cigars. June 11, 1924. Eugene P. Gillespie, York, Pa.

ANCESTOR:—43,825. For smoking pipes and smokers' articles. June 13, 1924. House of Comoy Inc., New York, N. Y.

CANADIAN CLUB:—43,826. For briar smoking pipes, cigarette and cigar holders of every description and smokers' accessories. June 16, 1924 Burke Cigar Company, Los Angeles, Cal.

TRANSFERS

MONTEBELLO:—43,811 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered May 26, 1924, by Jacob Stahl, Jr., & Co., New York, N. Y. (Originally registered on September 20, 1902.) Transferred to Arthur P. Cruse, Baltimore, Md.

CITY COUNCIL:—15,155 (U. S. Tobacco Journal). For cigars. Registered March 15, 1893, by Aarons, Mendelson Co., New Orleans, La. Through mesne transfers acquired by the New Orleans Cigar Box Co., New Orleans, La., and re-transferred to the Southern Cigar Factory, New Orleans, La., February 1, 1924.

THE BEST MICHIGAN PIKE N. 11:—43,514 (Tobacco Merchants Association). For cigars, cigarettes and tobacco. Registered October 13, 1923, by Harry Weissman, Chicago, Ill. Transferred to Walter W. Goldsmith, South Haven, Mich., May 17, 1924.

DUKE OF VENDOME:—41,649 (Tobacco Merchants Association). For all tobacco products. Registered March 9, 1920, by Moehle Litho. Co., Brooklyn, N. Y. Transferred to J. Pines & Sons, Chicago, Ill., April 16, 1924.

QUAKER GENTLEMEN:—12,150 (Tobacco Leaf). For cigars and cigarettes. Registered June 27, 1896, by Franklin MacVeagh & Co., Chicago, Ill. Transferred to American Box Supply Co., Detroit, Mich., June 13, 1924.

PLATO:—10,438 (U. S. Tobacco Journal). For cigars. Registered February 20, 1889, by M. Atak, New York City. Transferred to American Litho. Co., New York City, May 27, 1924, and re-transferred to Joseph Weinreich, Dayton, Ohio, May 28, 1924.

ROYAL YORK:—15,411 (Tobacco World). For cigars, cigarettes and smoking tobacco. Registered July 10, 1907, by Star Cigar Co., Hellam, Pa. Transferred to N. O. Swift Cigar Co., Hellam, Pa., June 9, 1924.

NATIONAL SPORTSMAN:—15,840 (Tobacco World). For cigars, cigarettes and smoking tobacco. Registered July 25, 1908, by Star Cigar Co., Hellam, Pa. Transferred to N. O. Swift Cigar Co., Hellam, Pa., June 9, 1924.

RENEWAL REGISTRATION

THE MAYFAIR:—43,827. For cigars. Registered June 19, 1924, by American Litho. Co., New York City. (Originally registered on July 9, 1884, by Witsch & Schmitt, New York City, predecessors of American Litho. Co.)

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

PIPE AND SAUER KRAUT NOT CONSIDERED GOOD ETIQUETTE IN PARIS

The *Echo de Paris* has criticized the new Premier, Herriot, as lacking in dignity on account of him supplying the press in Paris with his photograph showing him smoking a pipe. This picture was published and at the opening session of the Chamber of Deputies, M. Moro-Giafferi appeared with a pipe in his mouth. Also after a conference where plans were formulated for the forming of his cabinet, he invited those present to join him in a sauer kraut supper at a brasserie near the Bastille. The writer of the article does not seriously object to the pipe or sauer kraut, but at the same time he evidently does not consider either of them in good taste for one holding such a post as the Premier.

WILL WONDERS NEVER CEASE

Mayor Bader, of Atlantic City, is overcome with righteous indignation over the trend of the female sex toward cigarettes, and promises that if he "can find a law that will serve" he will at once forbid the use of cigarettes by women on the bathing beaches of his city. We fear his Honor the Mayor is going to have his work cut out for him, if he should decide that he has found such a law, as it is not usually the custom in the eastern states to enact laws that discriminate between the male and female sex.

SMOKES TEN CIGARS A DAY AT 106

Charles L. Bendell, who celebrated his one hundred and sixth birthday on January 8th, smoked ten cigars, as has been his custom for a great many years. Mr. Bendell says he can't remember ever having refused a drink and is still hale and hearty. He is now a resident of the Little Sisters of the Poor Home for the Aged in Detroit, Mich., and does not feel his age except when he has to climb stairs. Mr. Bendell was born in Newberry, England, and began to earn his living when he was ten years old. His wife died about forty-four years ago, and he has survived his son by one month.

BAYUK MANAGER GIVEN FAREWELL DINNER

Detroit, Mich.

The Hofbrau was the scene of a luncheon on Saturday, June 14, given by Mr. Fred J. W. Allen, retail sales manager of Bayuk Cigars, Incorporated, to Mr. Charles W. H. Robinson, manager of the Michigan branch, located in Detroit.

The event was brought about by the resignation of Mr. Robinson, who is about to enter business for himself. He was presented with a pretty Shrine charm from the sales force and office employees who attended the affair.

Mr. Benj. I. Wright is temporarily in charge of the Michigan branch.

I. A. BERNDT JOINS MILLER, DuBRUL

Irving A. Berndt, who for a number of years was identified as counsel for a number of large advertising concerns in New York City, has been appointed Director of Sales of the Miller, DuBrul & Peters Manufacturing Company, manufacturers of cigar and tobacco machinery, in Cincinnati, Ohio. Mr. Berndt was also associated with the firm of C. E. Knoeppel & Company, Inc., consulting engineers, of New York, in the capacity of vice-president and director of sales.

CIGAR BOXES
Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars
The WOODEN package is the retainer of AROMA from Factory to Consumer
The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia
Shadegrown Wrappers

We Are Now Ready To Offer Our Holdings In 1923 Crops.

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

After all nothing satisfies like a good cigar

286.89
J558

JULY 15, 1924

VOLUME 44 — No. 14

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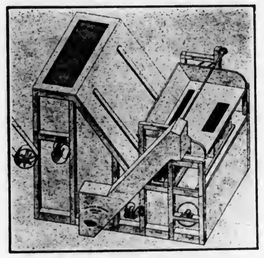
U. S. Department of Agriculture

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter, and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

From Chicago, to all Points West, and Most Points East—

THEY'LL SEE THIS SIGN

The Best Cigars Are Packed in Wooden Boxes

Why not pack your cigars in Wooden Boxes and reap the benefits of this advertising?

Coming and going from Chicago every one of the people who daily travel over the trunk line railroads listed below will see the advertising of the Wooden Cigar Box Boosters Club.

Such publicity, which the smoker cannot help but see, must produce results--and it is doing so already.

When you are rolling over these railroads look for these signs.

C. B. & Q.—1.8 mile east of Lavergne
C. M. & St. Paul at Pacific Junction
C. & N. W. R. R. (Milwaukee Div.) at Granville and Ridge
Penn. R. R. at 87th Street and Anthony
Nickle Plate at 87th Street and Anthony
Lake Shore R. R. at 87th Street and Anthony

They stand out prominently--reminding all who smoke and read that

After all nothing satisfies like a good cigar

When Volume Indicates *Value*

Made Famous by its Smokers

COUNSELLOR *must* be a splendid cigar-value, or it is hardly likely that so many would be smoked, year in and year out.

Nothing succeeds like success, and you can bank on Counsellor at 2 for 15c to bring in greater volume, the trade that steadily demands a uniformly good, medium-priced Cigar.

2 for 15c

CRESSMAN'S

COUNSELLOR CIGAR

MAZER-CRESSMAN CIGAR CO., Incorporated, Philadelphia, Pa.

LA PALINA CIGAR

IT'S JAVA WRAPPED

Get the Utmost in Advertising Values

at practically no expense by using the

WOODEN CIGAR BOX

for your brands.
They help *sell* your cigars.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND

Blackstone CIGAR

Havana

Filler

Absolutely!

If you want a fast moving number, stock up on

TOPIC CIGARS

"Good from End to End"

In all sizes--shapes and colors

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Bold - La Tosella - Recall

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

TOBACCO MERCHANTS ASSOCIATION
OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
MAJ. GEORGE W. HILL, New York, N. Y. ..... Vice-President
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Headquarters, 5 Beekman Street, New York City.

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ARTHUR WERNER, 51 Chambers St., New York City.. Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

WANTED

WANTED—A POSITION AS SUPERINTENDENT. Twenty-seven years of experience as a manufacturer of cigars; hand, mold or suction. A man that knows how to get results. Address Superintendent, care of "Tobacco World."

SITUATION WANTED

A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 44 JULY 15, 1924 No. 14

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

100 good cigarettes 15c

"Because I get lots more for my money"

The man who rolls his own from "BULL" Durham has found his best friend for life. He's always going to be sure of real quality and real tobacco taste. And think of the money he saves—100 cigarettes for 15 cents

Guaranteed by
The American Tobacco Co.
INCORPORATED

GENUINE
"BULL" DURHAM
NOW
2 Bags for 15¢
EIGHT CENTS A BAG

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

Model B-1 illustrated above.

PACK CIGARS RIGHT

and get a uniform pressed shape to each cigar in every box. No broken wrappers. Impossible to overpress pack.

FOUR MODELS TO CHOOSE FROM

Model "A" without top lever, for 50 cigars - $ 5.00
Model "B-1" with top lever, for 50 cigars - 10.00
Model "B-2" with top lever, for 100 cigars - 12.50
Model "C" with top lever, for bundles of 100 - 16.00

All packers are adjustable to any standard size box.

Pulte-Korreck Machine Co.
GRAND RAPIDS, - - - MICHIGAN

Only Half the Story

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By CARL AVERY WERNER in American Mercury.

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It's Good because it's PORTO RICAN

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 Water Street, New York — *J. F. Vazquez, Agent* — Telephone John 1379

Send for free copy "Tobacco Trade Notes"

PHILADELPHIA.

Philadelphia, July 15, 1924.

BUSINESS conditions with the cigar manufacturers are showing a decided improvement, and cigar business during the balance of the year 1924 should be sufficient to make a good average year's business.

With every business depression there are many excuses offered by the average business man, as to the cause of the depression.

Some of the theories advanced are, that politics are a harmful factor, that the passage of the Soldier Bonus Bill would seriously affect business, and the political situation in Europe retards business.

These theories are easily disproved, as the Bonus Bill has been passed, but with the comparatively small amount of money required to make the annual payments, it is not logical to blame business conditions on the Bonus Bill, as the money needed annually for the bonus is only one-fourth of one per cent. of the national purchasing power.

The political condition of Europe cannot affect the prosperity of the United States to any extent, as has been demonstrated in the year 1923 when France was invading the Ruhr and in Germany where conditions were taking a turn for the worse, and business conditions in the United States were better.

As to politics in the United States, President Coolidge or any of our political leaders, have not advanced any radical movement that would tend to affect business, and the old fallacy of "Poor business during a Presidential election year," is unfounded.

The United States itself purchases about ninety-seven per cent. of its merchandise sold, so that business conditions in the United States is determined more by what is sold here at home to the American people, than by any other reason.

In the year 1923 the American people purchased heavy supplies of luxuries as well as necessities, and manufacturers, railroads and all business concerns, bought heavy supplies of material and equipment.

We are now passing from a condition of over-production which started late in 1923 to a condition of under-production, which is beginning now to be in evidence.

With the economies practiced by the public and the curtailed production of the factories, a shortage of merchandise has developed, and an increased production must come as consumption is greater than production in many lines at this time.

During 1924 there has been a large accumulation of idle capital or loanable funds, which is going through the process of investment, as large corporations and public utility companies are and will be taking advantage of the easy money conditions, and low interest rates, to accomplish their re-financing, and this borrowing and investing will create greater employment in construction and other lines, which will develop increased payrolls and then enter retail channels and stimulate the demand for merchandise.

With all things pointing towards having a busy business period the last six months of this year, let us all show an optimistic attitude and thus help towards the establishment of greater confidence and buying effort on the part of the American people.

Many of the larger cigar manufacturers, who in the early part of 1924, were manufacturing more cigars than they were shipping, have since, not only shipped out their accumulated surplus stock, but, are today in a position where their orders on hand largely exceed their production.

SAM GILBERT HEAD OF EISENLOHR'S

Probably one of the most sensational pieces of trade news we have given to our readers in many years is to the effect that Mr. S. T. Gilbert, president of the Webster Cigar Company and Mr. Samuel Gates, secretary and treasurer of the Webster Cigar Company, have been elected to the Board of Directors of Otto Eisenlohr & Bros., Incorporated, at a meeting held on Tuesday, July 1. Subsequently at this meeting, Mr. Ben R. Lichty was elected chairman of the board, and Mr. S. T. Gilbert was elected president of the company.

Mr. S. T. Gilbert's election to the Board of Directors and the presidency, and Mr. Gates' election to the Board of Directors has added strength to the Otto Eisenlohr & Bros., Incorporated, organization. No other changes are contemplated among the officers of Otto Eisenlohr & Bros., Incorporated. Mr. C. H. Eimerbrink and Mr. John J. Rogers remain vice-presidents.

Mr. S. T. Gilbert has been an outstanding and eminent figure in the cigar manufacturing industry for twenty-six years. For twenty years he was head of the La Azora Cigar Compay, and later became president of the Consolidated Cigar Company. His dynamic character has made itself felt throughout the ramifications of the cigar industry; his pleasing personality has made him a welcome visitor with his cus-

Volume 44

THE TOBACCO WORLD

Number 14

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, JULY 15, 1924 Foreign $3.50

tomers, and his versatility covering manufacturing and administration has gained him an eminence of national fame—as Pope once said "A man so various that he seemed to be not one but all mankind's epitome." When S. T. Gilbert gets an idea, one that he has thoroughly turned over in his mind, he is willing to back it with the genius, effort and ability that he gained in his twenty-six years of experience, and which when applied to the Webster Cigar Company made it, during the short period of less than three years, one of the outstanding cigar successes of the country. The Webster today is a brand of national prominence and enormous volume.

Mr. Ben R. Lichty, now chairman of the Board of Directors of Otto Eisenlohr & Bros., Incorporated, said "For a long time I have been a keen observer of Mr. Gilbert, and am a strong admirer of his personality and his accomplishments. It has been my ambition to make him an integral part of our organization and early in the year I began making negotiations toward that end. Mr. Gilbert's absence abroad somewhat interrupted our plans, but they were consummated, as you see, very soon after his return. Mr. Gilbert will at once actively enter into the office of president, and his association is welcome by myself and our entire organization."

Mr. S. T. Gilbert's addition to the personnel of Otto Eisenlohr & Bros., Incorporated, no doubt foreshadows even greater success for this company than it has had in the past, for unless he saw an unusual picture in this situation, he could not have been induced to assume the additional burden this office will entail, and at the same time remain the active head of the Webster Cigar Company.

Otto Eisenlohr & Brothers are incorporated under the laws of the State of Pennsylvania for ten million dollars, and have been manufacturing cigars for seventy-four years. Their famous brands, "Cinco" and "Henrietta," are known from coast to coast.

JOHN H. BOLTZ DEAD

Funeral services were held for the late John H. Boltz at his former residence, 241 West Chelten Avenue, Germantown, at 2.30 P. M., Tuesday, July 8, 1924.

Mr. Boltz was seventy-six years of age and had been identified with the cigar manufacturing industry for over a half a century.

He was lately identified with the John H. Boltz Cigar Company with offices in the Drexel Building, Philadelphia, but prior to the year 1916 was of the firm of Boltz, Clymer & Company, whose main factory and office was located at Fifteenth Street and Lehigh Avenue, Philadelphia, with branch factories at Tampa, Fla., Perkasie, Penna., and Sumneytown, Penna., and branch jobbing houses in many of the important cities of the United States.

At one time the firm of Boltz, Clymer & Company ranked as one of the fifteen largest cigar manufacturers of the United States, and their brands had great prominence.

Mr. Boltz is survived by his widow, Mrs. Mary Boltz, two sons, Robert J. Boltz and John Clymer Boltz, and three daughters, the Misses Mary, Clara and Helen Boltz.

LOCAL NEWS

F. W. Layton, Pennsgrove, N. J., cigar jobber, was a recent visitor at the Philadelphia office of Bobrow Brothers to arrange for increased shipments of "Bold," "La Tosella" and "Topic" cigars, which he distributes in his territory.

J. H. Beck & Company, manufacturers of the "Edmund Halley" cigar, are one of the Philadelphia firms that has kept consistently busy during the first six months of 1924, and their business is on the increase.

B. Podolnick, formerly with the Congress Cigar Company, has severed his connection with that firm, and is going into the cigar manufacturing business for himself, and has associated himself with the firm of George Zifferblatt & Company, manufacturers of "Madame Butterfly" cigars.

Retail trade reports an improvement in business, and a good trade for the Fourth of July holiday.

F. B. Vetterlein, Fifteenth and Market Streets, is featuring "Royal Club" perfectos at five cents and "Aristocrat" blunts at eight cents, two for fifteen cents.

M. J. Dalton Company, 29 South Eleventh Street, are displaying "Sinceridad" Triangulares, ten cents straight, and "F. Lozano" Perfectos.

Godfrey S. Mahn Company, Thirteenth and Chestnut Streets, are enjoying a good trade on "Prince of All" ten cents straight and their popular "As You Like It" brand.

Yahn & McDonnell have their new display window completed at their Hotel Adelphia stand, and are showing some of their best sellers, "Bering," "Cortez," "Optimo," "Langsdorf's Seleccion De Luxe," "Coronas" and "Por Larranaga."

At their Widener Building store they are featuring "Valencia" little cigars in packages of twelve smokes for forty-five cents, and "Carmona" Perfectos at three for twenty-five cents.

Joseph F. Gallagher, formerly sales manager for Allen R. Cressman's Sons, with his family, is leaving for a trip abroad.

At the stores of George B. Evans, good business is reported on all popular brands, and they have established a big trade on their "Mirabo" five-cent Perfecto, which is an exceptional quality product for the money. J. R.

CIGARMAKER SHOT

John Oswald, was shot in the right knee by a man known only to him as "Pete," last Tuesday morning as he was going to his work in a cigar factory.

Oswald told police that "Pete" had worked on the same floor with him in a cigar factory near Seventh and Cherry Streets, and that "Pete" had been fired a short time ago. Pete blamed Oswald for his dismissal and threatened to "get him." Oswald was not seriously wounded and the bullet was removed at the hospital.

PHILIPPINE ISLANDS AERIAL BASE FOR AMERICAN TRADE

General William Mitchell, of the United States Air Service, says that the business relations with neighboring countries of the Philippine Islands will be enhanced by making the Philippines an aerial base. It takes only eighty-five hours from New York to Manila by air, whereas it takes more than one month by land and sea.

PRODUCTION FINE WRAPPER LEAF TOBACCO IN PHILIPPINE ISLANDS POSSIBLE

Good wrapper leaf tobacco can be produced in the Philippines, a leaf that promises to be better than a Manila cigar to a great extent, according to the Bureau of Agriculture. History shows that the first tobacco seed taken to Sumatra came from the Philippines.

LEO WEISS JOINS LUIS MARTINEZ

Leo Weiss, former sales manager for Roig & Langsdorf, Incorporated, has joined the sales force of the Luis Martinez Cigar Company, and is now in the Middle West in the interest of their brand, "Luis Martinez."

A. SANTAELLA RETURNS TO NEW YORK

A. Santaella, president of A. Santaella & Company, manufacturers of the famous "Optimo" cigar, has returned to New York city after a trip to his Tampa and Key West factories.

OSCAR VOIGHT RETIRES

It has been announced that Oscar Voight retired from the firm of Heywood, Strasser and Voight Lithographing Company, on July 1. Mr. Voight has been contemplating retiring from active business for some time.

PENT HOME AGAIN

Howard F. Pent, president of the Coraza Cigar Company, is at his factory, corner Seventh and Cherry Streets, again, after a trip through the Middle West and Baltimore and Washington, and is highly pleased with the present distribution his brand, the "Marshall Field," is getting through this territory.

HOLT ON VACATION

Arthur Holt, of the Holt Cigar Store, is enjoying a short vaction at Beach Haven, N. J. The Holt Cigar Store is located in Penn Square, just west of the City Hall, and is a busy place at all times of day.

NATIONAL CIGAR LEAF TOBACCO ASSOCIATION COMMITTEES NAMED

The president of the National Cigar Leaf Tobacco Association, Charles Emory Long, of Lancaster, has appointed the following committees to carry on the splendid work that is being done by that organization, for the ensuing year:

Legislative—Joseph Mendelsohn, chairman, New York, N. Y.; Jerome Waller, New York, N. Y.; B. L. Haas, Hartford, Conn.; Milton H. Ranck, Lancaster, Pa.; Fred Newman, Chicago, Ill.

Conference—Harry S. Rothschild, chairman, New York, N. Y.; William Paley, Philadelphia, Pa.; William P. Haas, Hartford, Conn.

Finance—V. C. Brewer, chairman; S. Major Newburgh, Hamilton, Ohio; Herbert P. Taylor, Lancaster, Pa.

Trade Regulations—Fred Bloch, chairman, New York, N. Y.; Albert Newfield, Hartford, Conn.; A. W. Kaercher, Chicago, Ill.

Credentials—W. S. Fuller, chairman, Hartford, Conn.; L. H. Nolt, Lancaster, Pa.; Jerome Waller, New York, N. Y.

Arbitration—Joseph F. Cullman, chairman, New York, N. Y.; Fred B. Griffin, Hartford, Conn.; Joseph Goldberg, Lancaster, Pa.; William McIntosh, Edgerton, Wis.; W. J. Lukaswitz, Dayton, Ohio; Louis Leopold, New York, N. Y.; Charles Hipple, Philadelphia, Pa.

Complaints—Paul Semon, chairman, Cleveland, Ohio; Frank A. Bach, New York, N. Y.; Emil Wedeles, Chicago, Ill.

Traffic—Charles N. Kincaid, Troy, Ohio.

Committee on Standardization—Herbert C. Way, chairman, Elmira, N. Y.; Fred B. Griffin, Hartford, Conn.; Ed Brill, New York, N. Y.; W. J. Lukaswitz, Dayton, Ohio; Otto Olsen, Ephrata, Pa.; Morris Rosenthal, Lancaster, Pa.; William McIntosh, Edgerton, Wis.

JOHN WARDLOW PASSES AWAY

John Wardlow, a prominent cigar manufacturer of Key West, Fla., passed away at the home of his mother in Columbus, Ohio, on Sunday, July 6. Mr. Wardlow had undergone several operations for cancer in the New York hospitals and had then gone to Columbus to visit his mother. While there his disease gained headway so rapidly that his death resulted.

He was sixty-five years of age and is survived by a son, Charles, who is employed in the customhouse at Key West, and two daughters.

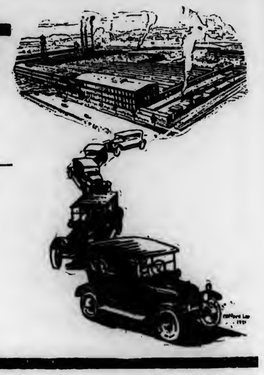
AMERICAN TOBACCO COMPANY ONE OF LEADING ADVERTISERS

According to a list of the seventy-five leading magazine advertisers in the year 1923, published in *Printers' Ink* a short time ago, the American Tobacco Company comes seventy-third on the list. The list was compiled from only thirty-two magazines and did not include advertising of any nature except that published in these magazines.

INVESTMENTS OF AMERICANS INCREASED IN 1923

According to a statement issued by Director Fidel A. Reyes, Bureau of Commerce and Industry, Manila, the American investment activities slightly increased during 1923. During the same year fifty American corporations and partnerships with aggregate capital of 2,222,388 pesos, were registered.

DETROIT



Detroit Drug's New Store Soon Ready for Occupancy—Tow Powell Joins Marcero, Bump and Howell—Field Cigar Corporation Reorganized—Jake Mazer's Sons Enjoying Vacation—Emmett Walsh Joins Mazer-Cressman

Detroit, Mich.

DETROIT, the fourth city in population in the United States (1,283,822), is today talking over its 200,000 'phone. Detroit now, with its 200,000 telephones is one of the world's greatest cities and has had a growth more phenomenal than any other city in the country. While the automobile industry is large in the city's business, it comprises only 48 per cent. of Detroit's industrial life. Many Detroiters resent the statement that it is a city of one industry. As a matter of fact the industry in Detroit is widely diversified. The city has 3100 different manufacturing plants that produce hundreds of commodities of world-wide usage. It stands out prominently among the cites of America in the production of Cigars, automobiles, adding machines, soda and alkali products, stoves, steamships, gas engines, aeroplanes, salts, drugs and pharmaceutical products. Detroit is beautiful dynamic; a city of homes, modern ideas, activity, contented labor, generous capital and unlimited power. Detroit feels depression less, suffers less, and recovers sooner than any other city in the country.

While making the rounds last week, I dropped in to call on our old friend, W. H. ("Bill") Thompson, manager and buyer of the cigar department for the Detroit Drug Company. As usual I found "Bill" head over heels in work and as busy as a bee. His job of looking after fourteen dependable stores located in the various sections of the city, keeps him on the jump. He has no less than ten to fifteen salesmen calling on him each day, offering their wares, and to each and every one he extends a cordial greeting. As a buyer and manager, "Bill" is very efficient and a great executive, displaying keen ability and fine judgment. Under his management the cigar department of the Detroit Drug Company's chain stores have doubled their business, and the clerks are all working for "Bill" to help him make this department the most profitable one for the company. The store located at 6500 Woodward Avenue, which was destroyed by fire some months ago, is rapidly nearing completion and the company expects to have same opened for business about the twelfth of this month. This store is located at the corner of Woodward and Milwaukee Avenues, and is to be the most up-to-date one in the entire chain. All the latest modern equipment and fixtures will be installed. "Bill" informs the writer that this store will be his headquarters and that the cigar department will be second to none.

A. Y. Orsor (American Cigar Company), was here last week looking over conditions regarding "Antonio y Cleopatra" cigars. According to reports, business on his brand was never better and the same is repeating in all sections of his territory.

Herbert Earl, vice-president of the Watkins Cigar Stores Company, has returned from a sojourn of several weeks in Boston, Mass., where he motored with his family to visit his father, who resides in the Bean City. While in the East, Herbert made a business trip to New York City, to call on the various jobbers and factories for which his company is the exclusive representative for Detroit and vicinity.

Tom Powell has accepted a position with Marcero, Bump & Howell Company, Detroit distributors for "Dutch Masters," "Harvester," "Henry George" and "Swift" cigars.

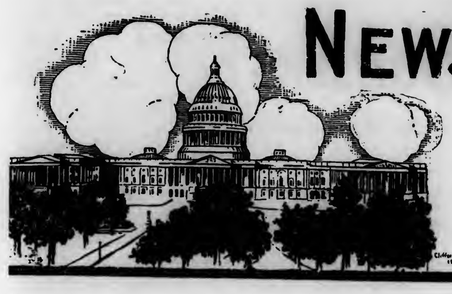
Mike Myers (Rosenthal Brothers), the "R-B" booster for this section of the country, has returned from Flint, Mich., where he has been conducting a campaign on "R-B" cigars with the Electric Cigar Company.

The Tucker Cigar Company, Dime Bank Building, are showing some very attractive window displays of cigars and smokers' articles. Always a firm believer in publicity, Mr. Tucker arranged with the builders of Webster Hall to display the painting and reproduction of this exclusive bachelor hotel and club. There are three separate windows, each featuring a special brand of cigar for which the Tucker Cigar Company are the sole distributors and two or more reproductions of the interior and exterior of Webster Hall. Mr. Tucker reports business as being very good and that the displays of Webster Hall have brought many new customers in his store. He says he is preparing a lot of other advertising stunts for his windows, to attract the passing public. The Tucker motto is: Quality Cigars In All Quantities, Kept In Excellent Condition.

David Sulkis, president of the Fleck Cigar Company, Reading, Pa., was a caller here last week and signed the Tobacco World register at Bert Johnson's.

Herbert Schloss, of S. M. Frank & Company, was a recent visitor to the Motor City. Herbert says business has been fair over the sections of the Middle West covered this trip. One of his new numbers which

(*Continued on Page 19*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Slight Improvement in Cigar Industry in May Over April

A SLIGHT falling off of activity in the tobacco manufacturing industry in May is indicated by figures secured throughout the country by the bureau of labor statistics, which show a decline of three per cent. in the employment in the manufacturing of chewing and smoking tobacco and one-fifth of one per cent. increase in cigar and cigarette manufacturing.

Reports from thirty-five establishments producing chewing and smoking tobacco show 9918 employees at work in May, as compared with 10,287 in April, while the payroll for one week in May was $148,214 as compared with $153,185 in the preceding month. As compared with May of last year, there were 6.7 per cent. fewer persons employed in this industry, but they were receiving within a very few dollars of the wages reported last year. Per capita earnings in May, therefore, although but three-tenths of one per cent. greater than in April, were 7.2 per cent. greater than in May, 1923.

A total of 31,202 persons were employed in May in the 173 cigar and cigarette establishments reporting to the bureau, as compared with 31,149 in April, and the weekly payroll was $569,695 against $551,465, an increase of 3.3 per cent. over April. As compared with a year previous, there were five per cent. fewer persons employed in May, but the weekly payroll had dropped only 2.1 per cent., indicating that per capita earnings for the month were 3.2 per cent. greater than in April and 3.1 per cent. greater than in May, 1923.

Little Probability of Tariff Revision at Next Congress

There is little probability that tariff revision will be undertaken at the next session of Congress, according to Representative Green of Iowa, chairman of the House Committee on Ways and Means. Pointing out that the session will last but three months and, at its conclusion, any unfinished legislation will die, as it will be the end of the Congress, Mr. Green declares that it would be impossible for any sort of a tariff bill to be framed and passed in that limited time.

During the last session there were many demands for tariff revision, and the Democrats practically served notice that they would seek a new tariff law at the earliest opportunity. This is taken to mean, however, at the beginning of the new Congress on March 4, next, rather than during the short session, it being the hope of the Democrats that they will control the next Congress without the necessity of appealing to the radical bloc of the Republican party for aid in that respect.

The Republican party is well satisfied with the present tariff law, which, they point out, is bringing in larger revenues from import duties than any previous tariff in the history of the country. It is admitted that there are some rates which might well be revised, but they are unwilling to take these up because, once the tariff question was opened, there would he demands for revision all along the line, a long and difficult task.

U. S. Patent Office Grants 1,500,000 Patents

The United States Patent Office on July 1 completed the eighty-eighth year of its existence, during which time it has issued 1,500,000 patents. The records of the office show that while fifty-seven years were required for the issuance of the first half-million patents, but eighteen years were required for the issuance of the second half-million and thirteen years for the third.

In those three eras, according to officials of the Patent Office, are crowded a greater development in civilization than had been achieved in the preceding thousand years. The first era saw, if not the inception of machinery, its adaptation to industry and the beginning of the age of labor-saving devices; the second and much shorter period saw the invention and development on a commercial scale of electrical apparatus and the creation of such far-reaching inventions as the automobile, the aeroplane and wireless communication. The past thirteen years—the third era—have been notable chiefly for the improvement of previous inventions, an outstanding evidence of which is the development of radio.

Patent No. 1,500,000 was, as it happened, not for a minor improvement to existing machinery but, evidencing the great field which still exists for the inventor, for an idea which may be one of the epoch-making events which stand out in the history of the Patent Office, a submersible vessel capable of operating through and under ice. The whole development of the country, the progress of every art and science, is recorded in the 1,500,000 patents issued by the Government since 1836.

Hearing on Pullman Surcharge Reopened

Hearings on the question of the surcharge imposed for Pullman accommodations, which were concluded by the Interstate Commerce Commission some weeks ago, have been reopened in order that additional testimony may be presented, and hearings will be held at St. Paul on August 25 by Commissioner Campbell and Examiner Keeler.

(*Continued on Page 21*)

I HAD a talk with Tom Rustler the other day. Rustler is a hustler, and what's more, he has a thinking machine that really thinks.

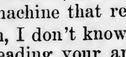
"I swan, I don't know what to do," said Tom. "I've been reading your articles, and I want to hand it to you that they contain the real stuff for business building. They have helped me a lot and I have made money by using some of them.

"Your article about condensing stock in a big store, and putting in more of a variety, was good, and I have planned to do it. But I don't know whether to stick to tobacco and its accessories, or to take on some distinct and different side lines. What would you advise?"

"You've got me, Tom," said I. "You've got me up in the air a mile high. Some make real money by side lines and grow from a dinky one-man business into real merchants. Some sink their real business into their side line business and start on the down grade.

"Its a hard nut to crack. And it's important, very important. Don't decide quickly. Think on it. Think often. Think deep. Particularly think of the objections on both sides. Go into as many stores as you can, and get the proprietors talking, and then think on what you learn.

"Or, perhaps it might be a good idea to try, say one, and only one, side line. Some little cheap thing, placed handy, and see if it sells and if it will help solve your problem."



"Yes, Bill was a good fellow," said the retailer, "and I was sorry to do it, but it couldn't be helped, and so I let him out."

"But I thought he was popular with the boys!"

"He was. Everybody liked him, for he was social and a likeable fellow. He could talk with any one on any of the popular subjects—autoing, base ball, fishing, bathing, golf, running, camping, shooting. Could talk interestingly, too."

"Then, why wasn't he a valuable clerk?"

"It is natural for you to ask, for you would suppose him to be a bang-up seller. But the truth is, that he was so all-fired interested in being popular and social that he plumb forgot the fact that his real work was in selling cigars and such, instead of spilling out interesting talk. And he actually sold about half of what he should."

"I had a number of earnest talks with him," continued the dealer, "and tried to get it in on him that while popularity is valuable—yes, very valuable—it is secondary to selling goods, and that his real work was selling, and not talking. I was reasonable in the matter, asked him to continue his interesting talks, but to train himself so the talks would lead the listeners into buying. He promised to do so, but in the enthusiasm of his social discourses he would always forget his promises, and he plumb forgot that his duty was to sell. So I had to tell him to please shut the door as he went out."

His successor is a quiet chap, but he does make sales.

Talking to a number of retailers in various lines of business I find quite a percentage of them are planning to make repairs on their show windows, store fronts and store furniture during the latter part of summer. They explain that they choose this time because business then will be somewhat slack, thus rendering this the auspicious time for the work.

Both in business and in homes there is a distinct advance in appearances. Artistic architects are having their day, with both large and small buildings, and they are making the lines, colors and materials pleasing to the eye.

This is training people generally to an appreciation of the artistic and to a critical state of mind regarding the crude and ugly. The handsome stores and attractive show windows of high grade retail establishments train the public to believe that high grade goods are handled by such concerns, and conversely, they think that a rundown, dilapidated, old style, ugly building, is prone to have inferior goods. Unconsciously they quote the proverb that "birds of a feather flock together," and they are prone to go to an attractive store to buy their smokeries.

"Gee," said I to myself the other day as I entered the grocery store to buy a loaf of bread for Friend Wife. "Here is this guy selling groceries, eatables and such, and yet right at the door he has a fancy little show case containing women's hair nets, small table utensils and little bureau odds and ends.

"How is this thus?" said I to the clerk.

"Oh, it's just a little side line," said he.

"Takes little space, women look in it as they go out of the store, and you'd sure be surprised to see how much they buy. It's all extra, and all so much to the good."

(Continued on Page 20)

Abundant Supply of Spanish Cedar for Cigar Boxes

A DEALER in Leaf Tobacco and Cigar Manufacturers' Supplies has stated recently that one of the reasons for the closing of many Cigar Factories is "vanishing cedar".

Neither the use nor the supply of Spanish Cedar is vanishing!

The Supply is ample at all times and the Use, especially of late, is continually increasing.

Wise Cigar Manufacturers know that the use of SPANISH CEDAR BOXES is helping to restore the prestige of the Cigar.

After all nothing satisfies like a good cigar

Especially from a Cedar Box

SUGGESTIONS FOR IMPROVEMENT OF 1925 TOBACCO SHOW WELCOME

Suggestions are requested by the Allied Tobacco Exhibitors' Association for features, departments and other plans that will make the forthcoming third annual Tobacco Industries Exposition of greater value to the entire industry.

The Committee of the Exposition and National Tobacco Week, with permanent headquarters at the Hotel McAlpin, New York City, extend a cordial invitation to all individuals, corporations and associations in the tobacco industry to co-operate, with their suggestions and ideas to make the Tobacco Industries Exposition, January 19 to 24, 1925, at the Grand Central Palace, fulfill all its promises of being a stimulant and establishing a decided advancement of the industry in its every branch.

The Philippine Government Tobacco Agency, Mr. C. A. Bond, manager, is the latest addition to the important exhibitors in the exposition and the committee announces that a substantial foundation is now laid in a lengthy list of leading and representative exhibitors.

To make the exposition during the week of January 19 to 24, 1925, of unquestioned value in the general advancement of the industry as well as being of benefit and profit to its exhibitors is the desire of the committee now and they feel that everybody in the industry should be interested in its advance and therefore they welcome any suggestions or plans.

That the third annual Tobacco Industries Exposition will be larger and greater in every respect than its two predecessors is already conclusively assured.

PORTO RICAN SHIPMENTS CONTINUE TO INCREASE

The figures on the shipments of Porto Rican tobacco to the United States for the past fiscal period continue to show increases over those of the previous year.

According to *Comercio,* Spanish-English monthly magazine of San Juan, Porto Rico, the April shipments amounted to 867,144 pounds of tobacco, bringing the total for the ten months of the fiscal year ending April 30 to 21,978,180 pounds, or 2,000,000 pounds more than was shipped here during the whole previous fiscal year. The official figures for shipments of tobacco to the United States from Porto Rico for the fiscal year 1922-23 were 19,911,979 pounds.

By months the shipments were as follows:

July, 1923	3,176,980 lbs.
August, 1923	2,942,724 "
September, 1923	3,660,442 "
October, 1923	2,989,881 "
November, 1923	2,149,414 "
December, 1923	1,791,216 "
January, 1924	1,534,959 "
February, 1924	1,671,759 "
March, 1924	1,193,661 "
April, 1924	867,144 "
Total for 10 months	21,978,180 "

REYNALDO IN DIFFICULTY

An involuntary petition in bankruptcy has been filed before Judge Thompson by the Reynaldo Cigar Company, of Reading, Pa. The creditors mentioned are Julius Marqusee & Son, Inc., $25,651; John G. Hughes, Assignee, $13,452; Russel C. Hughes, Assignee, $1417.

CHAMBER OF COMMERCE ISSUES BOOKLET ON INVENTORY AND STORES CONTROL

Washington.

Methods used by a number of large manufacturers to control their investments in raw materials are set forth in a pamphlet just issued by the Department of Manufacture of the Chamber of Commerce of the United States.

In commenting on the importance of this subject and the contents of the pamphlet, E. W. McCullough, manager of the department, said:

"Early in 1922 when industry generally had not passed the period of industrial stagnation and inventories of raw and processed materials in the storerooms of manufacturers were excessive, executives pretty generally came to an appreciation of the importance of establishing firmer control over their materials investments. The subject is no less timely now. Although conditions have changed, the changed conditions have brought with them a greater need than ever for the closest control of every feature of the operation of manufacturing plants. There is now the necessity for the highest operating efficiency to meet the present keen competition. Any plans the manufacturer can adopt still further to reduce his investment in materials, to effect a firmer control over the use of materials, and to gain greater knowledge of his business most surely will meet with his approval. We have developed a pamphlet of helpful suggestions to assist the manufacturer in the development of an adequate plan of control.

"This pamphlet is based on the experiences of a considerable number of manufacturing companies that have developed satisfactory methods of control, hence it is not a textbook on the subject, but rather it reports the tested procedure of these manufacturers in connection with the various phases of the general subject.

"Doubt has been expressed by some manufacturers, for example, as to whether it is safe to do away entirely with the year-end physical inventory. This point is covered, and the actual procedure followed whereby the annual physical inventory is eliminated is presented."

A copy of the pamphlet will be furnished upon request.

F. S. BURROWS DIES

Major F. S. Burrows, who until a very few years ago, was one of the best known cigar salesmen in the West, died at his home in Berkeley, Cal., on Wednesday, June 18th. Major Burrows entered the cigar game as a salesman about thirty years ago and was very successful in placing his brands on the Pacific Coast. About two years ago he decided to retire. He was eighty years of age.

ROY VALENTINE ON WESTERN TRIP

Roy S. Valentine, of A. S. Valentine & Sons, Womelsdorf, Pa., is making an extensive trip through the West and will travel as far as the Pacific Coast. He is visiting the jobbers and distributors en route and is sending in a big volume of business.

George L. Yocum, of Yocum Brothers, Reading, Pa., has left for a trip through the West in the interests of the firm's brands. Orders are showing a splendid improvement.

JUMBO

was only two inches taller than other elephants; but those two inches made millions for Barnum.

Whether it's elephants, automobiles or cigar boxes, that little difference means everything in the making of sales.

Always our aim has been to produce cigar boxes a little farther away from the ordinary--a little closer to perfection.

With four plants admirably located for Eastern distribution, we are in a position to serve your every requirement.

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

UNION LEADER
REDI CUT
TOBACCO

BIGGEST AND BEST TOBACCO VALUE
THE 10¢ TIN

With your full retail dealer's profit

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

GENERAL CALLS DEBENTURE PREFERRED

The debenture preferred stock of the General Cigar Company, has been called for redemption on August 1st. The stock will be called at $110 and accrued dividend. Five hundred and fifteen thousand dollars has been set apart for the redemption of 1500 shares of the preferred stock, together with $15,026 in the sinking fund.

YORK IDLENESS ON INCREASE

Unemployment in York has been somewhat on the increase during the past month, in spite of the fact that many of the unemployed have been given work on the surrounding farms and in the various building operations now going on. However, the unions declare there is no idleness among cigar factory workers.

THE NEW TRADE OF CIGAR BOOTLEGGING

When Izzy, the man of the thousand disguises, has chased the last Volstead Act violator to his lair there's a new job waiting for him in getting after the cigar bootleggers—a new trade apparently developing rapidly.

They work best on the streets, these new bootleggers of "imported cigars," supposed to have been smuggled in without paying duty. That's why they sell so cheaply; why it is that they say they are able to offer you genuine La Coronas, that sell in the stores for from thirty cents to sixty cents apiece, for any reasonable price—say from $2 to $5 a box.

And the best of it is the box is genuine—but the cigars are not!

If you see a small eager-looking crowd gathering near a Broadway corner on any one of the side streets from Rector Street down town, clear up through Fourteenth and Twenty-third to the Times Square district and beyond up as far as Columbus Circle you have a chance to see the cigar bootlegger at work.

He is always furtive—always seems afraid that a policeman is going to swoop down on him, but that is only for the effect on the crowd. He displays his wares surreptitiously but half a glance will show you that the box is genuine, and the Government stamps seem all right. The bootlegger's voice is a confidential whisper hoarse with excitement.

"Only a few boxes left, boys; genuine La Coronas, the kind the millionaires smoke, imported duty-free from Cuba. Genuine Havanas all the way through. Just two boxes left; who wants 'em at $5 a box—that's just about 10 per cent. of what you'd pay for 'em in a cigar store. If you boys know a good smoke when you see it here's a bargain. Hurry up, I ain't got no license. I take the risk, you get the benefit."

And that kind of "bunk" sells them, too. In some way the cigar bootleggers really have got hold of real La Corona boxes and real stamps, but the cigars! Whew!

Not only to the hurried crowds they are able to gather on the streets do the bootleggers of fake cigars cater. The more daring ones make the rounds of the office buildings, only there they have to be more wary, and they usually carry a genuine Havana cigar or two in their pockets for their prospective victim to light up. If that were a real sample, the box at $5 would indeed be a bargain, but the box that the bootlegger leaves behind is filled with cigars against the deadly odor of which a front-line gas mask would be mighty small protection.

But still, there's a sense of safety and satisfaction in buying your cigars as well as other merchandise from your own dependable dealer who is law-abiding and is in business to sell his customers dependable and reliable goods in original packages.

UNITED STATES IMPORTS LARGE QUANTITIES OF LEAF

The Department of Commerce current Yearbook says:

"In spite of the fact that the United States produces and exports more tobacco than all the other countries combined, the imports of both unmanufactured and manufactured tobacco are considerable. Although we produce leaf tobacco adaptable for every form of consumption, our discriminating customers demand manufactured products which require the finest grades of tobacco from the Dutch East Indies, Cuba, Greece, Turkey and Porto Rico."

DUTCH MASTERS CIGAR
The man who really under-
Seven Popular Sizes
10c
2 for 25c
3 for 50c
15c
Belvedere
2 for 25c
A worthwhile satisfaction is wrapped up in every cigar
DUTCH MASTERS CIGAR
Made by Consolidated Cigar Corporation, N.Y.
Distributed by
DUTCH MASTERS CIGAR
Dutch Masters Cigar is made by Consolidated Cigar Corporation, New York
Distributed by
DUTCH MASTERS CIGAR
The cigar of permanent satisfaction
"The man who blends these selected Havana Tobaccos into DUTCH MASTERS is surely a judge of good Cigars."
DUTCH MASTERS CIGAR
Smokes freely,
Draws easily
Tastes fine
Seven Popular Sizes
10c
2 for 25c
15c
Belvedere
DUTCH MASTERS CIGAR
DUTCH MASTERS CIGAR
The cigar of permanent satisfaction
Belvedere
2 for 25c
Seven Popular Sizes
10c
2 for 25c
3 for 50c
15c
Distributed by
Dutch Masters Cigar is made by Consolidated Cigar Corporation New York
Belvedere
2 for 25c
DUTCH MASTERS CIGAR
Smoke a DUTCH MASTERS Cigar and listen to its crackle: It is the song of a really good cigar
Dutch Masters Cigar is made by Consolidated Cigar Corporation
Distributed by
DUTCH MASTERS CIGAR
To million of smokers DUTCH MASTERS is the name of a perfectly blended cigar
CONSOLIDATED CIGAR CORPORATION
Hechscher Bldg. 5th Ave at 57th St.
NEW YORK

It's a pleasure to smoke them!

CHANCELLOR
Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

DEALERS WARNED TO WATCH ALL FERTILIZER PURCHASES

Legal action has been brought against several dealers in this State by the Department of Agriculture for the sale of fertilizers not registered with the Bureau of Foods and Chemistry in accordance with the Pennsylvania fertilizer law. The cases were uncovered during the annual spring inspection by Dr. James W. Kellogg, the bureau's assistant director.

In his announcement of conditions in the fertilizer market, Dr. Kellogg said it was also found that some of the co-operative associations, which make contracts with fertilizer manufacturers to sell their products, did not ascertain whether the brands had been registered. In some instances they sold non-registered materials to farmers, causing them embarrassment, and resulting in prosecutions of the selling agents.

As the law is explicit in requiring all brands of fertilizers to be registered, making no exceptions for co-operative associations, or any other group, it is important, say the Department officials, that before contracts are made and fertilizers offered for sale such organizations make sure that they are handling registered brands.

The Department of Agriculture, which has charge of this registration, is ready and willing at all times to co-operate with all concerned to report as to the analyses of fertilizers on the markets and as to whether or not they are registered. Therefore, such organizations before making contracts for fertilizers sales are requested to communicate with the Bureau of Foods and Chemistry. It is also suggested that when such contracts are entered into a stipulation by the purchaser should be made that the brands to be purchased will be duly registered and comply with the requirements of the law.

IMPERIAL TOBACCO COMPANY PAYS $100,000,000 A YEAR TAXES

The Imperial Tobacco Company, of Bristol, England, pays the English Government approximately $100,000,000 a year in taxes, and yet reports a net profit of $37,000,000 for the past year.

George A. Wills is the head of the company and has been connected with the tobacco industry for nearly fifty years. He is sometimes called the Tobacco King of Great Britain.

The tobacco tax in England is only one-third of the liquor tax, and yet it yields enough revenue to carry the entire British nation twenty-two days of the year.

About 430,000,000 cigars were smoked last year and only 28,000,000 were Havanas. The price of Havanas in England ranges from sixty cents to $1.75 each and this, no doubt, accounts for the small consumption.

The two most inveterate cigar smokers in England are probably Lord Lonsdale and Lord Birkenhead. It is said that the surest way to please the Prince of Wales is to give him a good Havana cigar.

WILTEN WITH P-V

Mr. Max A. Wilten, who is well known to the Pacific Coast cigar manufacturers, is now calling on the trade for the Pasbach-Voice Lithographing Company, Incorporated.

His office is at 250 Broadway, San Francisco, Cal. Telephone Number Sutter 2458.

Detroit News

(*Continued from Page 10*)

he has been very successful with, is the meerschaum color, fireproof Bakelite pipe.

Victor K. Ettlinger has accepted a position with the Webster Cigar Company, and has left for the western territory to look after progress of the firm's brands in that section.

Sam Adler, of E. Popper & Company, manufacturers of "Ottina" and "Popper's Ace" cigars, was on the list of visitors here last week. Sam reports business as being fine on his brands in all sections of the country.

Jack Wilderman, of the Fleck Cigar Company, Reading, Pa., manufacturers of "Rose-O-Cuba" cigars, called on the trade here last week.

Arthur Field, formerly secretary of the Field Cigar Corporation, which was recently reorganized as the Anthony Kleiner, Incorporated, has severed his connections with the company, and will in the future be engaged in the retail furniture business in this city.

W. B. McBurney, western representative for R. A. Bachia & Company, Long Island, N. Y., manufacturers of "Flor De Bachia" cigars, worked the trade here last week. Mack says his customers here were very good to him and that he was well pleased with his sojourn in our midst.

Jack Finn, Michigan and Ohio representative of Philip Morris & Company, Incorporated, has returned from a trip through the State, where he made all the summer resorts in northern Michigan. Jack informs the writer that he had a very successful trip, business was good, the weather fine and that the merchants were looking forward to the big rush of tourists during July and August.

Fred Charles, representing The Charles Cigar Company, York, Pa., makers of "Mohawk Chief" cigars, was with us for afew days last week.

J. K. Fletcher, sales manager, and Frank W. Harwood, manager of the advertising department of the American Tobacco Company, were visitors here last week.

E. W. Klein, of the Cortez Cigar Company, Key West, Fla., worked the clubs and retail trade here last week. Eddie reports business as being very good with him on the entire trip.

The Field Cigar Corporation has been reorganized and hereafter will be known as the Anthony Kleiner, Incorporated. The officers of the new corporation are, Isaac Gilbert, president; Anthony Kleiner, vice-president, and Emil Walbott, secretary and treasurer. Mr. Kleiner, who is known to the trade throughout the United States as "Tony," will be the sales manager of the new company and will confine his time to boosting the sales on the Anthony Kleiner, Incorporated, products. At present the company will feature the "T-R" and "Farragut" brands, which were manufactured by the old organization. It is reported that they will take on additional brands within the near future.

Miss Bessie Grunwell, who has been on the sick list for the past six months, is back on the job again with Charles Bird, the Book Building cigarist. Charles was all smiles when the M. D. informed him that his able assistant was able to return. He celebrated the occasion by a banquet to a few of the select, and a "good time was had by all."

Mr. Reattoir, of the Borgwardt-Stilb Cigar Company, Evansville, Ind., manufacturers of "Old Q" cigars, was on the list of visitors here last week. Mr. Reattoir reports the "Old Q" business as being very good all along the route covered this trip.

Henry Toplitz, western representative of Pasbach-Voice Lithographing Co., Inc., Brooklyn, N. Y., called on the manufacturing trade here last week. Henry, says he is having a very successful trip and has no complaint to make regarding how his customers are treating him.

Bob and Bill Mazer, sons of Jacob Mazer, president of the Mazer-Cressman Cigar Company, are enjoying their vacation at Camp Flambeau, Eagle River, Wis. These sturdy youngsters write some very interesting letters regarding the doings in the camp. Bob, who is a chip of the old block, has already received several medals for heroic work in rescuing the small campers who fell in the pond. All in all, the boys report a wonderful time, everybody well and happy, but regret that vacation time is not 365 days.

Hi Hammer (Corral, Wodiska y Company), the "Bering" expert, and Mort Hammer (Marcelino Perez & Company), pusher of "Tuval," "Redencion" and "Count Pontchartrain" cigars, brothers who were raised on the green grasses of Cleveland, were with us for a few days last week booking some nice orders for September delivery. The brothers are noted for their hobbies, Hi, for greenbacks and Mort for postage stamps. So fellow readers, if you have any old stamps, send them to Mort, and Hi will welcome the greenbacks.

Emmet Walsh, who was formerly in charge of the cigar department of Park & Tilford, has accepted a position with the Mazer-Cressman Cigar Manufacturing Company, and will travel the western territory on the Mazer-Cressman products.

The new store of D. A. Schulte, located at 122-124 Woodward Avenue, was opened to the public on Saturday, July 12. This new location is the largest store in Detroit devoted to the retail cigar and tobacco business, having seventy feet of show cases and wall cases. All the latest and modern fixtures have been installed. There is a four-foot balcony around the entire store, affording ample room for offices, etc.

Very truly yours,

Mike of Detroit

WESTERN BOX MEN HOLD SILVER JUBILEE

The 24th and 25th of June marked the celebration of the Western Cigar Box Manufacturers' Association silver jubilee. The Hotel Drake, Chicago, Ill., was the scene of the celebration. The organization was founded in 1899 and has continued without interruption since that time. Eight men who attended the first meeting were among those present. E. H. Defebaugh, publisher of *Barrel & Box*, and founder of the organization, was among them.

Julius Tisch, former mayor of Grand Rapids, Mich., was elected president for the ensuing year.

An important act of the business sessions was a pledge to support the proposed campaign to advertise cigar smoking.

Cigar box manufacturers from the East who were guests of the Western Association were Charles F. Althouse, of New York; F. S. Koons, of Boyertown, Pa., and Henry L. Sheip, of Philadelphia.

"HAVANA RIBBON"

(Ripe Domestic Filler—Imported Sumatra Wrapper)

"An Old Favorite"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166

ALSO MAKERS OF:

Philadelphia Hand Made
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1924 requirements.

WE SPECIALIZE IN BOITE NATURE BOXES
First Class Cigar Boxes Guaranteed

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Business Building

(Continued from page 12)

"Sure thing," sez I. "You are up to snuff," and I made a mental note of it all. And here it is broadcast to you.

Why not open wide your eyes, find a few things men like, make room for them near the door, display the articles attractively, mark prices on them, and thus pick up some extra sales.

You may be surprised how much you sell, and you perchance may be starting a new department which will grow and grow and become a valuable part of your business.

Give it a thought.

Are you keeping the delicate touch of a sensitive thumb on the pulse of business today?

It is important that you should.

You should be very keenly interested in the changes, however slight, which are going on in business and trade.

A big manufacturer just left my office after an hour's chat.

He said that manufacturers are certainly watching their steps, and retailers are doing the same.

Manufacturers are using the utmost care. They are refraining from making up great big stocks of goods, as they used to do, of goods which might be a drug on the market and might have to be sold at a loss.

Retailers, too, are using the utmost care in buying. They are highly alert when purchasing. They buy what they feel their customers want, and are mighty careful in making this decision. They buy in moderate quantities, so they will keep their goods fresh and won't have a lot of odds and ends to clean out at a loss at some future time.

They are displaying their goods more attractively. They are learning the art of talking and the art of selling, and are applying these arts in their business.

The results are very gratifying. Better merchandising is being done, more money is being made, and the conducting of a business is much more satisfactory.

POLISH TOBACCO MONOPOLY YIELDS PRETTY PENNY

The Polish Tobacco Monopoly is expected to yield a net profit in 1924 of approximately $13,500,000 on a total production valued at $50,500,000, according to official estimate, says Assistant Trade Commissioner E. Baldwin, Warsaw, in a report to the Department of Commerce. A total net revenue of $16,500,000 is forecast from all monopolies—tobacco, salt, saccharine, and lottery. It is further estimated that 10,000,000 kilos of raw tobacco will be required by the factories, of which 5,500,000 kilos will be used in the private factories which are to be taken over by the Monopoly on August 1, 1924. This will give an output of 4,400,000 kilos of smoking tobacco, 5,500,000,000 cigarettes, and 75,000,000 cigars.

FAIR TRADE LEAGUE REPORTS ON CIGAR MISBRANDING CASES

The report made by Secretary-Treasurer Edmond A. Whittier, at the recent annual meeting of the American Fair Trade League, described the successful efforts of the league to stop misuse in the cigar industry of the words "Havana," "Tampa" and other local names. During the year, said Mr. Whittier, more than 200 manufacturers have pledged themselves to eliminate misbranding and misleading advertising statements. Two representatives of the tobacco trade were elected to membership on important committees—Leo G. Steiner, E. P. Cordero & Company, New York, being chosen member of the Executive Committee, and D. F. McCarthy, secretary-treasurer of H. Fendrich, Incorporated, Evansville, Ind., being added to the Advisory Committee.

During the discussion of the league's work Mr. Steiner said, "I should be very much lacking in gratitude if I did not publicly compliment the league and Mr. Whittier for his untiring efforts in connection with the cigar industry with which I am connected. You have started something that men who have been in the industry for generations thought was impossible. There were absolutely no scruples used in the description of cigars. Anything that a manufacturer deemed to his liking to place upon a package representing the contents of his product was considered permissible.

"When I approached Mr. Whittier in the beginning, I am very frank to say that I thought that we not only had a very large problem on our hands which could never be successfully concluded, but that its solution would necessarily be slow. I must say that everything is turning out very satisfactorily. Astonishing progress has been made. Today I can conscientiously state that 90 per cent. of the large and moderate—perhaps my percentage is too conservative—I would say 95 per cent. of the large and moderate manufacturers are describing their products correctly. The smaller manufacturers are the ones we now have to look after. Offenders in this class there will always be and their correction can only be accomplished by the exercise of constant vigilance. For this work the league has already demonstrated its complete equipment.

"Also I do believe that the work done in conjunction not only with the cigar business, but in many other industries has a direct bearing upon our great problem, which is the standardization of products and of prices. With the important objective of the league to secure resale price legislation the entire tobacco industry is in full sympathy and the league should have its unanimous support."

CIGARETTE DESTROYS $10,000 YACHT

While preparing his cruiser for a fishing party last Wednesday night at a pier at Atlantic City, Walter Scholes walked into the forward cabin with a lighted cigarette in his hand and gasoline vapor exploded, hurling Mr. Scholes out of the cabin but luckily without serious injury. Flames rapidly spread over the yacht which was soon a total loss, as was also the boathouse alongside.

AH-H-H BOY!

Home is where you scratch any place that itches. —*Tyrone Division Special.*

News from Congress

(*Continued from Page 11*)

The question of Pullman surcharges was taken up by the commission on the plea of the United Commercial Travelers of America, who contended that the necessity for the additional charge for Pullman accommodations no longer existed and that it imposed a serious burden upon patrons of the railroads, especially traveling men.

Sixty-seven Individual Incomes Over $1,000,000 Each in 1922

Analysis of the income tax returns for 1922, just completed by the Commissioner of Internal Revenue, shows four taxpayers to have had net incomes of $5,000,000 or more for the year, five incomes between $3,000,000 and $4,000,000, ten between $2,000,000 and $3,000,000, and forty-eight between $1,000,000 and $2,000,000, a total of sixty-seven "million dollar incomes," as compared with but twenty-one in the year 1921. The combined net income shown by these sixty-seven reports was well over $140,000,000 for the year, and their owners paid income taxes totaling nearly $50,000,000.

An average of 6.2 persons out of each 100 of population filed income tax returns for 1922, a total of 6,787,481 being received, showing total net income of $21,336,212,530, or $194.72 per capita. The income tax collected upon this total amounted to $861,057,308. Six million of the returns showed income of $5000 or less; they covered 63 per cent. of the net income of the country but paid only 11 per cent. of the total income tax. Sixty-five per cent. of the income tax was paid by persons having incomes of between $10,000 and $300,000.

Tobacco Exports Show Amazing Figures

The United States is now exporting tobacco and tobacco products at the rate of more than eleven million dollars' worth a month, according to figures which have been compiled by the Department of Commerce.

Exports during the month of May included 31,714,534 pounds of leaf, valued at $7,875,371; 107,018 pounds of cigar leaf, valued at $34,656; 7,838,995 pounds of other leaf, worth $1,580,040; 4,289,593 pounds of stems, trimmings and scrap, valued at $159,208; 1,169,033,000 cigarettes, valued at $2,131,284, and 103,365 pounds of smoking tobacco, valued at $55,898.

GERMANY'S COMMUNITY SMOKES FALLING OFF

Cuba's exports to Germany of "oversize" cigars has fallen off considerably since the war, according to reports to Washington. This was a peculiar trade which has never been popular in this country.

These cigars—some over a foot in length and thick in proportion—used to be shipped to Germany and Austria, where they were clamped in a holding apparatus, while from six to a dozen patrons of the smoking parlor inserted hollow piercing-tubes into the cigar, and by means of rubber tubing and mouthpiece held a sort of community smoke at so much per smoker.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CHARLES FREDERICK PUSCH:—43,830. All tobacco products. June 21, 1924. Charles F. Pusch Estate, Marysville, Kansas.

POCKET PIECE:—43,831. For cigars. May 8, 1924. G. A. Strobeck, Red Lion, Pa.

HOME SAFE:—43,833. For cigars, cheroots, stogies and little cigars. June 19, 1924.

BRAE BURN:—43,835. For smoking tobacco. July 2, 1924. Charles B. Perkins Co., Boston, Mass.

TRANSFERS

COMMERCIAL BRAND:—4314 (Trade-Mark Record). For cigars. Registered August 3, 1887, by George Schlegel, New York, N. Y. Transferred to Nic. Althaus Co., New York, N. Y., and re-transferred to Estate of Julius Schmidt, Jersey City, N. J., June 21, 1917.

MADAME BUTTERFLY:—32,667 (U. S. Tobacco Journal). For cigars, cigarettes, cheroots and tobacco. Registered February 8, 1907, by Wm. Steiner Sons & Co., New York, N. Y. Through mesne transfers acquired by Davis & Abramson, Philadelphia, Pa., and re-transferred to George Zifferblatt & Co., Philadelphia, Pa., June 13, 1924.

PRISCILLA:—(United States Tobacco Journal). For cigars. Registered September 10, 1883, by Witsch & Schmitt, New York, N. Y. Through mesne transfers acquired by Hyneman Bros., Boston, Mass., and re-transferred by Helen Hyneman, special administratrix of the Estate of Hyneman Bros., to Morris D. Neumann & Co., Philadelphia, Pa., June 13, 1924.

DEMOCRATIC NOMINEE FOR VICE-PRESIDENT BEGAN AS CIGAR SALESMAN

Charles W. Bryan, younger brother of William J. Bryan, who was nominated by the Democratic Convention, to run as candidate for the Vice-Presidency, began his business career as a cigar salesman but after continuing this for only a short time found the call to enter politics was too strong, so gave it up. Since that time his rise has been rapid in the field of politics.

Keep it up boys, you never can tell.

ANOTHER VICIOUS CIRCLE

To get his wealth he spent his health,
And then with might and main
He turned around and spent his wealth
To get his health again.

—*Boston Transcript.*

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

LIST OF EXHIBITORS FOR 1925 EXPOSITION CONTINUES TO GROW

Present List of Exhibitors 1925 Tobacco Show

American Tobacco Company
H. Duys & Company
Connecticut Valley Tobacco Growers' Ass'n
U. S. Tobacco Journal
Retail Tobacconist
Tobacco Leaf
Tobacco Trade Journal
Western Tobacco Journal
Harry Blum
Universal Tobacco Machine Company
Arthur Bornholdt & Company
Carl Upmann
Josephson Brothers
Rochester Folding Box Company
S. Frieder & Sons
Alfred Orlik
Sidney J. Freeman & Sons
A. Coulapides
Brunhoff Manufacturing Company
Cullman Brothers
Durlach Brothers
American Lithograph Company
International Cigar & Machinery Company
E. H. Gato
East Prospect Cigar Company
Bahnson Company
Park & Tilford
E. Popper & Co., Incorporated
Tobacco Merchants' Association
E. P. Cordero & Company

ALGERIANS GROW MORE TOBACCO

Tobacco is becoming an increasing important money crop in Algeria, says a report to the Department of Commerce from Commercial Attache L. L. Jones, Paris. Acreage planted to this crop has increased more than 100 per cent. in the last decade and production has jumped from 10,866 metric tons in 1913 to 17,280 metric tons in 1923.

According to French Colonial policy everything possible is being done to encourage this movement. The average number of tobacco growers in recent years has been about 13,300. Cultivation occurs chiefly in the area near the coast and in the department of Algiers which in some years produces as much as 90 per cent. of the total. Tobacco can be grown on irrigated lands but it is heavy and spongy and the French Tobacco Monopoly has refused to purchase this type of tobacco since 1921, although a considerable portion of the crop continues to be grown on irrigated land, due to the heavier yield, and is then sold in the open market.

The Algerian farmer has difficulty in disposing of that part of his crop not purchased by the French Tobacco Monopoly and to overcome this three producers' co-operative associations have been established, one near Bona and two near Algiers. The co-operatives have a ten-year contract with the French Regie by which the latter undertakes to purchase a minimum of 2500 metric tons anually. The amounts above the minimum which the French Regie engages to purchase are fixed every year in February. For 1924 the purchases are to be not less than 14,000 metric tons.

The co-operatives have not only facilitated arrangements with the French Government for purchase of the crop, but have been active in instructing the farmers as to how to produce improved grades.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

Meet The Man Who Handles Manilas

Constantly throughout the country now there is inquiry for the better cigars from the Philippines.

Smokers are becoming more appreciative of Manilas.

They can see the quality.
They realize how great the value is.

All long filler, strictly hand made by the Spanish method, Manilas challenge comparison with more expensive cigars from other places. Mild, free burning, piquant, Isabela tobacco appeals to men who know. Filipino makers excel in workmanship. Manila cigar factories are as fine, clean and sanitary as any in the world.

Manila popularity is not confined to Class A.

Live dealers find it profitable to feature dependable brands in various sizes.

Placing Manilas in the show case puts money in the retailer's pocket.

Build Business On Standard Brands

List of Manila factories on application.

Names of importers cheerfully given.
Further information supplied on request.

Manila Ad. Agency,
(C. A. Bond, Mgr.)
15 William St.,
New York City

AUG ~ 1924

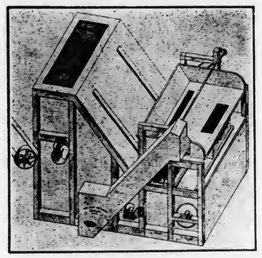
U. S. Department of Agriculture

AUGUST 1, 1924

VOLUME 44 No. 15

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter, and new price

Cigar Manufacturers Making Short Filler
CIGARS
Will do well to try our
Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company
YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

From Your Town and All Towns They Come and See This Sign

"Everybody" goes to Atlantic City and "everybody" will see and be impressed by this gigantic sign standing on the meadows within a mile of the drawbridge. Two hundred and fifty feet long, 30 feet high it tells a big story in a big way.

It reminds the men who know, it tells the people who don't, the truth that "The Best Cigars Are Packed in Wooden Boxes".

Such publicity which the smoker cannot help but see, which appeals to him as being sound reasoning and advice must produce results. IT IS DOING SO ALREADY!

Why not pack your cigars in wooden boxes and reap the benefit?

After all nothing satisfies like a good cigar

The Best Cigars are Packed in Wooden Boxes

It's a pleasure to smoke them!

CHANCELLOR Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

SHEIP & VANDEGRIFT

INCORPORATED
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QUALITY AND SERVICE
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FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

UNION LEADER
REDI CUT
TOBACCO

BIGGEST AND BEST TOBACCO VALUE
THE 10¢ TIN

With your full retail dealer's profit

PHILADELPHIA
HAND MADE
"EVERY MAN'S SMOKE"
BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet
After all nothing satisfies like a good cigar

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—TEN BALES OF FLORIDA WRAPPERS, 14 to 18 inch. Light colors. A bargain. More than I can use. Edwards Cigar Co., Americus, Ga.

ONE HUNDRED CASES GOOD CLEAN SIFTINGS. Address John H. Baker Tobacco Co., Queen and York Streets, York, Pa.

WISCONSIN TOBACCO FOR SALE.—Approximately 200 cases 1918, 1919, 1920 and 1922 Southern Wisconsin tobacco. Samples at Rockdale, Dane Co., Wis. L. G. Anderson, 2127 Iowa St., Chicago, Ill.

BUSINESS OPPORTUNITY

MODERN EQUIPPED FACTORY. Desirably located, State of Pennsylvania. Steam heated. Capacity 100,000 minimum, 200,000 maximum. Producing good workmanship. Scale of price right for 10-cent line. Actively operating at present with good organization. Rent reasonable. Further details on inquiry. Address Box 454, care of "The Tobacco World."

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A CAPABLE CIGAR FACTORY EXECUTIVE AGGRESSIVE with initiative and executive ability to handle large factory or factories, capable of starting chain of factories; will be open for position shortly. Address Box Z, care of "The Tobacco World."

The Tobacco World
Established 1881

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
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NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
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A Name You Know

with a reputation maintained by the world's largest manufacturer of High Grade Cigars.

ROI-TAN

A cigar you'll like

EL ROI-TAN

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CIGAR

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Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

LA PALINA
CIGAR
IT'S JAVA WRAPPED

PHILADELPHIA.

UNITED MANAGER NEAR ARREST

When passersby saw a man break a window and endeavor to enter the United Cigar Store at Market and Juniper Streets, about 8 A. M. last Monday morning, they naturally thought a robbery was in progress and immediately surrounded the intruder and summoned a policeman.

When the police arrived the intruder was recognized as the manager of the store who had forgotten his keys, and could not waste the time to return home for them before opening up the store.

CIGARS NEARLY DROWNED

A thoughtless person on the floor above the cigar store of Cushner Brothers, at 5 South Seventh Street, left the faucet open in a wash basin last Thursday night and in the morning when the store was opened the various brands of cigars, cigarettes and chewing gum were discovered having the time of their young lives trying to keep their heads above water.

About $100 worth of merchandise was ruined.

J. ALBERT BACH FILES PETITION

J. Albert Bach, who keeps a cigar store at 1724 Blavis Street, filed a voluntary petition in bankruptcy in the Philadelphia court last week. Liabilities are listed at $5198, assets $450. Walter C. Douglas is referee.

PHILADELPHIA A LEADING CIGAR CITY

According to statistics just compiled by Dr. William P. Wilson, director of the Commercial Museum, this city manufactured 312,889,400 cigars during the past year. It also manufactures more ice cream than any other city in the country and last year produced over 12,000,000 gallons.

C. A. SPEAKMAN ON VACATION

C. A. Speakman, vice-president of the American Lithographic Company, accompanied by his family, left on July 25th for an extended vacation. Mr. Speakman is very partial to the Poconos and particularly enjoys the atmosphere and scenery at Buck Hill Falls, Pa.

C. H. Van Hoven, of the La Insular factory, Manila, was in Philadelphia last week in the interest of his firm's brands.

Local Jottings

Paul Brogan, president of Dusel, Goodloe & Company, spent last Monday at the firm's branch office in Atlantic City, and states their July business in this resort is far ahead of last year's business for the same period. "Optimo Kings," manufactured by A. Santaella & Company, Tampa, Fla., is one of the biggest sellers in Atlantic City during the present season.

Henry Blum and Herman Goldwater, of Harry Blum, New York City manufacturer of the "Natural Bloom" cigar, visited Philadelphia last week for a consultation with their local jobbers, Dusel, Goodloe & Company. "Natural Bloom" is one of the big sellers with this local house.

Jack Planco, of Ruy Suarez & Company, was in town last week and was pleased to find that the "Planco" continues to have a heavy sale at the prominent country clubs in this territory, as well as a steady duplication at the various stands where they are placed throughout the city.

The lease on the location of Duncan & Moorhead, at 622 Chestnut Street, recently acquired by Dusel, Goodloe & Company, together with the purchase of that firm's business, has been disposed of and the headquarters of Duncan & Moorhead has been removed to the Dusel, Goodloe Company offices at 112 North Seventh Street.

Scarlett, the famous cut price dealer, has acquired the lease at 622 Chestnut Street, formerly occupied by Duncan & Moorhead.

The "In-B-Tween" cigar, made by Kraus & Company, of Baltimore, Md., is being introduced into the Philadelphia market in a new packing. This is a tin container covered with waxed paper and contains fifty cigars to retail at five cents each.

TOO LATE TO CLASSIFY

FOR SALE

CORNER CIGAR STORE IN DOWNTOWN BUSINESS SECTION of Philadelphia—Caters to high-class trade. No cut prices. Now doing an average weekly business of $500. Short hours. For interview address Box 460, care "Tobacco World."

NEWS FROM CONGRESS

Employment Increases Slightly in Cigar Industry

Washington, D. C.

A SLIGHT improvement in employment conditions in the cigar and cigarette industry but a further reduction in chewing and smoking tobacco and snuff, with wage increases in both industries, was found by the Bureau of Labor Statistics as a result of a survey of industrial conditions throughout the country which showed a general decrease in employment in June of 3.8 per cent. and a decrease in payroll totals of 6.7 per cent.

Returns from 179 cigar and cigarette manufacturing establishments showed an increase of six-tenths of one per cent. in the number of employees of 3.7 per cent. in the weekly payroll, 34,205 persons being employed in June, against 34,007 in May, and the payroll for one week being $630,657 as compared with $608,362. As a result of these increases, employment in June was but 4.3 per cent. below June, 1923, and the weekly payroll was but 2.2 per cent. lower. The per capita earnings of employees in this branch of the industry in June were 3.1 per cent. greater than in May and 2.2 per cent. greater than in June of last year.

The bureau secured reports from thirty-seven establishments manufacturing chewing and smoking tobacco and snuff, showing a decrease of 6.4 per cent. in the number of employees and an increase of six-tenths of one per cent. in the weekly payroll, as compared with May, 9282 persons being employed in June as compared with 9916 in the preceding month, and the weekly payroll being $148,914, as compared with $148,085. As compared with June, 1923, this was a decrease of 7.9 per cent. in employment and 1.4 per cent. in payroll, but the per capita earnings were 7.4 per cent. larger than in May and 7 per cent. over those of last June.

Burley Tobacco Association Gets Voluntary Reduction of 15 Per Cent. in Insurance Rates

A reduction of 15 per cent. in insurance rates on receiving plants and tobacco in storage has been voluntarily made by underwriters to the Burley Tobacco Growers' Association, Lexington, Ky., according to advices received by the Department of Agriculture. It is said that the reduction was made because of less risk due to concentration in the hands of the association and to the elimination of the moral hazard. This action means a saving to the members of $38,000.

At a cost of $24 per acre, 14,500 acres of tobacco belonging to the grower-members of the Connecticut Valley Tobacco Association, of Hartford, Conn., have been insured against hail and other unfavorable weather conditions to the value of $300 per acre. A blanket policy has been issued to the association in the sum of $4,350,000. Shortly after the transaction was concluded the first hailstorm of the season damaged the crops of five growers. The losses were adjusted by a committee representing the association cooperating with the adjusters for the companies carrying the coverage.

I. C. C. to Investigate Freight Rates.

A full investigation of freight rates in territory north of the Potomac and east of the Ohio rivers is to be undertaken by the Interstate Commerce Commission with a view to determining whether necessity longer exists for the imposition of higher rates for shorter than for longer distances over the same line or route on such commodities as are now subject to such discrimination.

The case is taken up at the request of carriers who have petitioned for permission to continue such rates and shippers who seek to have them terminated. Class-rate scales in New England and central territory will also be taken up in order that such adjustments may be made as may prove desirable in order that they may be properly linked to whatever class rates are prescribed, as a result of the investigation, in other parts of official territory.

The dates and points at which hearings will be held will be announced later. In the meantime, the commission has requested the carriers to complete their plans for readjustment of the rates in question and to give full publicity thereto at as early a date as possible, in order that shippers may be fully advised in advance of the hearings as to the carriers' proposals.

Usual Coal Warning for Industrials

The low demand for coal now, which has resulted in a reduction in production at the mines, may result in a coal shortage next winter, and industrial consumers are being urged by the Interstate Commerce Commission, the United States Coal Commission and other official agencies to purchase and store as much of next winter's supply as possible.

In an analysis of the situation as it affects the railroads, the Interstate Commerce Commission points out that the average production of bituminous coal over the past seven years, exclusive of the strike year 1922, has been approximately 520,000,000 tons, with the average production in the last six months of the year 6.8 per cent. greater than during the first half. For the first six months of 1924, production totaled about 227,639,000 tons, requiring an average weekly production of 9,500,000 tons over the last half of the year to meet ordinary requirements. This is about 2,000,000 tons a week more than is now being produced.

It is not feared that the mines will not be able to make this production, but that the railroads will be unable to handle it, in addition to other commodities, if the movement comes suddenly, and consumers are warned to purchase now and avoid possible complications during the winter.

U. S. and Nicaragua Make Agreement as to Export and Import Duties.

An agreement has been reached whereby the United States and Nicaragua will accord each other unconditional most-favored-nation treatment with respect to customs duties and other charges affecting commerce, it has been reported to the State Department.

Under the terms of this agreement, the United States will impose no higher import duties upon Nicaraguan goods than are imposed upon the products of any other nation, excepting Cuba, while Nicaragua will impose no heavier duties than imposed upon products from any country other than Costa Rica, Guatemala, Honduras or Salvador.

A REAL SERVICE

MANUFACTURERS of Good Cigars cannot afford to deny their merchandise the benefits of all the valuable attributes possessed by SPANISH CEDAR—concededly the most preferable container material.

The SPANISH CEDAR CIGAR BOX is more than just a package medium. It somehow dissolves all rough raw and rank fermentation in tobacco, and infuses cigars with its mild characteristic fragrance which is virtually indispensable to every blend.

The "Package Problem", often a cause of despair to producers of high quality delicate merchandise, is completely and perfectly solved for the manufacturer of fine cigars who uses SPANISH CEDAR BOXES.

After all nothing satisfies like a good cigar

York County News

August 1, 1924.

THE York County Cigar Manufacturers, as stated in a previous article in the TOBACCO WORLD, have made great strides in the improvement of the quality and workmanship of their product, by the thorough preparation of their filler tobaccos as well as careful selection as to quality and burn of all tobaccos used.

These same manufacturers have found by careful investigation that the trend of the consumers taste is, and has been, towards fresh cigars, which has caused the consideration of means whereby the manufacturer can have his cigars reach the consumer in the best condition, as to freshness.

Some manufacturers have wrapped each box of cigars in a self-sealing wax paper, which is an effective means of retaining the moisture in the cigars, as long as the box remains wrapped in the wax paper, but as soon as the paper is removed and the cigars are placed on sale, evaporation takes place quickly, which soon results in dry cigars, which are not desirable.

The best method for preserving the moisture and aroma in cigars and which has been adopted by many of the manufacturers, is the wrapping of the cigar individually in composition tin foil, as the cigar thus wrapped retains its freshness and aroma for a great length of time, and insures the consumer of getting a cigar in the condition he likes best.

This foil wrapping of cigars should mean much to the jobbers, as well as retailers and consumers, as it will permit them to carry a larger stock of cigars, and better serve their customers, without fear of any deterioration of the cigars, by their drying out, as most jobbing houses are not equipped with humidor capacity to take care of all of their cigar stock, and a great many cigars are stocked on open shelves in their warehouses.

Individual foil wrapped cigars, have been finding greatest favor in Southern territory, but manufacturers report that increasing sales are now being made in all sections of the United States.

This again demonstrates the progressiveness and keen insight into all matters pertaining to the manufacturing and merchandising of their product by the York County Cigar Manufacturers.

WINDSOR

Herbert L. Smith, manufacturer of "Havana Brown" and "San Royal" foil-wrapped invincibles, is making a trip through New York State in the interest of these brands, which have a big distribution in that territory.

Jacobs, Holtzinger & Company are introducing through their jobbers, an extensive advertising campaign on "Lew Morris," "El Teano" and "Supreme" brands, which are having a big distribution.

W. H. Snyder & Sons are introducing to the trade a new cigar under the "Little Prince" brand. This cigar is a straight shape four and five-eighths inches long, and their advertising slogan used in connection with this brand is "King of all little five-cent cigars."

One of the prominent real estate transactions in this vicinity lately, was the purchase by W. H. Snyder & Sons, of the large brick cigar factory building on Main Street, formerly occupied by Otto Eisenlohr & Brothers.

This building has a capacity of about two hundred and fifty cigarmakers and is thoroughly equipped and has two humidors, which are claimed to be the finest in this part of the country.

W. H. Snyder & Sons expect to occupy this building about August first, and with their other factories will greatly increase their production, which is needed, to satisfy the demand for "Country Club" and "Club House" cigars.

RED LION

D. C. Kaltreider & Son have opened up accounts with a number of new jobbers, on their popular selling brand, "Apollo," foil-wrapped invincibles.

Martin Neff & Sons are speeding production to cover the big call their "Middy" and "Redola" brands are having. These cigars are individually foil wrapped.

Superior Cigar Company have completed all repairs to their factory, and are running full force. Their "Pay Day" brand is now going out with the new design label, which is very attractive, and meeting with good favor with the trade.

Kelly Cigar Company is advertising for cigarmakers and they report a big increase in the sales of "Kelly" cigars.

G. A. Strobeck is arranging to increase his production on "Gasco" triangulares, which have become a big seller, and on which he has a big accumulation of orders.

T. L. Adair of T. L. Adair & Company is making extensive alterations to his residence on First Avenue, and which is a reflection of the large business enjoyed by this firm on their "Argood" and "El Cortel" brands, Sumatra wrapped.

Arthur-Perry Cigar Company have completed the erection of their new factory building, which has a capacity for fifty cigarmakers.

This is a new firm comprised of Perry Tschop and Arthur S. Ziegler, both manufacturers of great ability, and they will market a quality five-cent cigar under the "A. & P." brand.

The Lions Club of Red Lion held their semi-monthly meeting on Tuesday, July 22, which proved to be the best attended of any meeting since the club was inaugurated.

The principal speaker was Lester W. Aigeltinger, president of the York County Baseball League, who gave a very interesting talk on the subject, "The Importance of Little Things."

J. C. Winter & Company is one of the concerns in this section, that has a very large production; their principal brands are "Champagne," five-cent cigar, "Skill," eight-cent cigar, and "O'San," ten cents and upwards. These are being produced in their eighteen factories.

YORKANA

E. B. Strickler is building an addition to his Yorkana factory to enable him to increase his production on "Strickler's Double Quality" cigars to take care of the increased demand. This cigar is now going to the trade with the new label recently adopted.

N. O. Swift Cigar Company are enjoying a good business on their popular brands "Again" and "Joe F. Willard."

C. E. Bair & Company's branch factory located here, is operating at full capacity.

Yorkana Cigar Company is putting on more hands to speed up production on their "Garcia Triangulares," on which they have a big sale.

(Continued on Page 18)

DETROIT

Retail Cigar Dealers Taking on Profitable Side Lines—"Old Gold" Forging Ahead—Much Billboard Advertising in Evidence—"Robt. Burns" Gaining in Popularity—E. C. Kinsel Having Special Sale on Dunhill Pipes

Detroit, Mich., July 25, 1924.

MANY of Detroit's retail cigarists are waking up to the fact that side lines are absolutely necessary to their regular cigar and tobacco business. In order to exist in business they must add other lines that show a fair margin of profit. At present many dealers are displaying golf supplies, magazines and periodicals, cutlery, candy and novelties, fountain pens and pencils. The department stores, jewelry shops and men's furnishings stores are displaying smokers' articles, cigarette cases, tubes and pipes, this business is being taken away from the cigar stores, which rightfully belongs to them. Now the retail cigar men have to add additional lines to offset the business that is going to the other merchants. The day is not far distant when the exclusive cigar store will be a thing of the past.

Pipes and smokers' articles are moving nicely with our retailers, the majority of dealers are having special sales on pipes and are featuring exclusive displays of pipes and high grade smoking mixtures. According to reports a big business is being enjoyed by the merchants who are going after the pipe smokers, offering them special values.

The "Old Gold" crew are stepping on the gas in Detroit. Under the guidance of the master mind, Jim MacDonald, his staff of able assistants have placed the "Old Gold" cigarette on this market. The distribution is A-1 in all the leading clubs and cigar stores. Counter displays are on in all the best localities. Retailers report the "Old Gold" cigarette as being in a healthy condition and repeating fine. Mac and his promotion assistants are spending four nights each week interviewing consumers in the downtown stores, and are converting many smokers into the "Old Gold" column.

Many cigars are enjoying billboard advertising in our city at the present time. The best locations were picked on the prominent streets and all the boards are very attractive, the brands that stand out conspicuously are: "Webster," "El Javana," "El Verso," "Swift," "William Penn," "Popper's Ace," "Blackstone" and "La Palina."

H. G. Hoyt, assistant sales manager of the cigarette department of P. Lorillard Company, Inc., was on the list of visitors here last week.

"Roi-Tan" and "Chancellor" cigars, distributed in Michigan by John T. Woodhouse & Company, are reported to be increasing in popularity each month. Both of these brands are nationally known for their quality and enjoy a big sale in many sections of the country. In our city these brands enjoy a wide distribution and are well advertised with attractive window displays.

A. B. Adair, of the General Cigar Company, was with us for a few days last week, looking over conditions of their local branches.

E. A. Kline, of E. A. Kline & Company, maker of "Medalist" cigars, spent a few days in Detroit last week. Mr. Kline accompanied by Mrs. Kline were enroute to Charlevoix, Mich., where they have their summer home.

Val G. Keogh, of the Preferred Havana Tobacco Company, called on the trade here last week. Val reports business as being very good for this season of the year and says he has no complaint to make regarding the treatment his customers are giving him.

J. W. Willer, representing Arguelles, Lopez & Brother, Tampa, Fla., signed the TOBACCO WORLD register at Bert Johnson's this week.

The many friends of H. C. Berkley were glad to receive the news of his promotion and election to the board of directors of P. Lorillard Company. Mr. Berkley has been placed in charge of the S. Anargyros cigarette department. The promotion came to Mr. Berkley as a result of his able and loyal services to the company for a number of years. Mr. Berkley is well known in Detroit, having for a number of years resided in our city, representing the Turkish cigarette department of the company, of which he is now one of the directors.

Fred Child, manager of the Detroit branch of the General Cigar Company, has returned from a three weeks' vacation touring New York State, Massachusetts and a portion of New Hampshire. Fred made the trip over the Mowhawk trail, and stated that it was the most beautiful scenery in that part of the country. Mrs. Child made the trip with Fred.

Louis Golovine, of New York City and Tampa, Fla., who boosts the sale of "Mi Subrino" cigars everywhere, was with us for a few days last week. Louis reports business as being very good all along the route covered this trip.

The demand for "Robt. Burns" cigars (General Cigar Company) continues on the upward trend. This brand is a big favorite with the patrons of hundreds of the best retail stores, hotels and clubs. The distribution is splendid and the brand is enjoying a very healthy sale here.

(Continued on Page 16)

MELACHRINO cigarettes are made from the choicest and most carefully selected Turkish tobaccos grown, and because of their superb and unchanging quality, they have had no rival for forty-three years.

ORIGINAL

MELACHRINO

"The One Cigarette Sold the World Over"

PORTO RICO TO HAVE NEW FOREIGN TRADE OFFICE

Porto Rico soon will have a new foreign trade office operated by the United States Department of Commerce. It will be in San Juan under the direction of Mr. L. W. James, who sailed July 17 for the island.

Mr. James is optimistic over the future of the island. In a recent article in a San Juan publication, he stated that indications point to a prosperous year.

Mr. James, judging from his article, will devote his efforts to encouraging the greater use of labor-saving implements in the agriculture of the island, and the development of the island's natural agricultural possibilities to a greater extent than already has been done.

Such a development Mr. James believes, would lessen the dependency which at present exists upon imports for many classes of supplies, notably building material and fish.

The Department of Commerce is preparing a "Hand Book of Porto Rico," compiled from information obtained by Mr. James on a previous visit to the island.

The new trade office will be of great value to tobacco men, through its ability to supply information which cannot readily be obtained in this country.

YORK AND LANCASTER INTERESTED IN NEXT TOBACCO SHOW

Harry A. Cochrane, managing director of the third annual Tobacco Industries Exposition returned yesterday to the offices of the committee in the Hotel McAlpin, New York, after a very successful trip through York County and the Lancaster tobacco districts of Pennsylvania.

Mr. Cochrane addressed the York County Cigar Manufacturers' Association meeting at Red Lion with the result that several of the leading members suggested that one whole side of the Grand Central Palace be reserved in order to permit the individual members of the association to sign contracts for the Tobacco Industries Exposition along this side and a large sign could then be put over the whole group, reading "The York County Cigar Manufacturers' Exhibit."

In an interview, Mr. Cochrane further stated that "the York County District is credited with making one-sixth of all the cigars made in the United States.

"During my recent trip I also called on some of the leading concerns at McSherrystown in Adams County, adjoining York County and in all probability several leading manufacturers of that section will be exhibitors in the Exposition.

"I stopped at Lancaster and had an interesting talk with F. S. Bucher, who is the farm agent for Lancaster County and representative of the growers.

"I also talked with Otto Olson of the Pennsylvania Experimental Station at Ephrata. He is secretary and treasurer of the Lancaster County Tobacco Growers' Association, and is very favorably for extensive action by Lancaster interests for representation in the Tobacco Industries Exposition.

"Mr. Charles Emery Long, president of the National Cigar Leaf Tobacco Association at Lancaster, also volunteered to become active in interesting Lancaster growers and manufacturers in making a representative exhibit.

"Considerable interest and active co-operation is also assured the Exposition by J. C. Brubacher, secretary of the Lititz Co-operative Packing Association;

(Continued on Page 18)

CIGARS
BUSINESS BUILDING
BY A TRAINED BUSINESS MAN AND ADVERTISER
WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.
ALL RIGHTS RESERVED

HIS picture is before me—a young feller with a little fuzz of a mustache; looks like a mere boy; but he's cashier of a bank.

A bank director said: "Yes, he's young, but he's unusual, and that's why we promoted him. He has the ability of making people like him and want to do business with him, and he surrounds himself with the atmosphere of helpfulness and a desire to be of real service."

And so he's a bank cashier, pulling down some five thousand spuds a year.

Just think: "Making people like you and wanting to do business with you." Ain't that grand? Why, I'd rather have that quality than own a big factory covering a city square. If I had that quality money would come a'running to me, no matter where I was or what my work.

Whereas if I had the big factory I'd have to go out and borrow a half a million to get it started and be at my wits end hiring the right men for the right places.

You can get those qualities. You sure can, even if your nose is stubby and your hair red. Read this department and you will find thoughts now and then how it can be done. A little study, a little thought, a little tact, a little skill, a little perseverance—and the deed is did. And your fortune made. Why not go to it!

"Every business man should travel," says the editor of a business journal, who is now South after covering the far West.

"It will open his eyes," he says, "to see the greatness, the intensive activity, the incalculable wealth and the stupendous prospect that lies before this country.

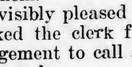
"It will fill him with courage, with faith, with ambition, with hope and with an irresistible desire to get in this grand march and take his full part in the unfolding of the business drama which is being played upon the stage of life."

But we all can't travel. More is the pity. What then shall we do?

Shall we sit us down and listen to the continual whines of the unsuccessful, of the ne'er-do-well, of the luckless stay-at-homes, of the croaking pessimists? God forbid; for this would make us like them.

We *can travel*—and it will cost us a mere bagatelle. We can read magazines, and papers, and books—and we can travel in our mind. We can make these real travelers our agents to tell us what they see. And thus we can catch the Spirit—the exhilarating spirit of growth, development, activity, faith, ambition, desire, the urge-to-do, the high resolve to be one of the players in this Great Game and keep step to the grand diapason of the march, joining our voices to the universal song of victory which is being sounded by thirty million strong, virile and victorious people.

Come! All aboard for the Land of Victory and Accomplishment.



I was in a fine jewelry store the other day, and the clerk he sure was a diplomat. And he gave me a good idea of the meaning of "Suggestive Selling."

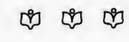
An elderly lady was being waited on—having her watch repaired. Her dress, her bearing, her manner, indicated that she was a person of wealth. She was in somewhat of a hurry, as the clerk noticed, and as I could observe after I became interested.

The clerk acted rapidly, though calmly.

As he handed her the watch he reached in a drawer drew forth an exquisite pendant containing many scintillating diamonds, and said: "I see you are in haste now, Mrs. Blank, and I won't detain you, but we just received a beautiful assortment of marvelous jewelry, and as I put them away I said to myself, I do want to show these to Mrs. Blank, for I know she will be pleased to see them."

The lady was visibly pleased with the pretty compliment, she thanked the clerk for remembering her and made an engagement to call at a certain day and hour the following week.

"Suggestive Selling." It has doubled the business of many a retailer. It permits the exercise of brains, of the study of human nature, of the art of delicate flattery, and of the greater art of influencing people. Get interested in it.



I contend that brains are worth more than money. And I intend continuing to contend this till the sun grows cold and icicles hang on the beard of the Old Man in the Moon.

I was telling this to a friend of mine the other day when he was grouching to me that it cost a lot of money to trim his show window so it would attract attention.

"Nonsense," said I. "Didn't you see what a Western dealer did? He got a shallow pan, about two feet by three, and four inches deep. Had the boys catch him a dozen turtles from a nearby pond, selected a word with twelve letters, painted one letter on the

(*Continued on Page 21*)

VANITY FAIR
THE SATURDAY EVENING POST
Collier's
The Elks
The American GOLFER
YALE RECORD
Insurance Policy
covering one
WDC
MILANO
PIPE
Whereas Wm. Demuth & Co. guarantee the bowl of this W. D. C. Milano Pipe to be hand made from genuine Specially Seasoned Imported Briar and
Whereas the stem of said pipe is hand cut and fashioned from solid vulcanite
It Is Hereby Agreed that Wm. Demuth & Co., in the event of said bowl cracking or burning through, as a result of reasonable use within two years from date of purchase, will replace the pipe, complete, free of charge; and that if the stem breaks due to any fault of material, will replace the stem: provided that in either case the pipe is returned to the Company with this policy, together with name of dealer from whom purchased.
Wm. Demuth

Ten Million Smokers Know Milano!

That's the number of people who are reading Milano national advertising—the biggest campaign ever put back of a pipe!

—That's the kind of cooperation we give *you* to help you sell our pipes.

We make the finest product of its kind. We put a big idea behind it—the *Milano Insurance Policy*. And then we create the biggest demand ever enjoyed by a pipe.

Let us tell you what success it has had with the trade and with the consumer.

MILANO
The Insured Pipe
"It's a W D C"

WM. DEMUTH & CO.
230 FIFTH AVE.
NEW YORK
World's Largest Manufacturers of Fine Pipes

Detroit News

(Continued from page 12)

Harry Stamm, Detroit manager for the G. H. P. Cigar Company, and the official booster of "El Producto" cigars, has returned from Chicago where he spent his vacation period.

A. P. Hill, druggist at Third and Merrick Streets, has purchased the store of the Warren Drug Company, located at Third and Warren.

The E. C. Kinsel Company, 100 Michigan Avenue, the store that "Sells more cigars at retail than any cigar department in the world," is having a special sale on the famous "Dunhill" pipes at the low price of $7.59. Mr. Rockwell, manager of the cigar department, reports his pipe business as increasing daily and that the "Dunhill" is leading them all. Mr. Rockwell says his business is fine and that he has no complaints to make, as his department is showing increased business each month.

Roy Barber, the window artist of the San Telmo Distributing Company, with headquarters at 1974 Forrest Avenue, is doing some splendid work for his company. His window displays are in demand with the cigar dealers as they are the kind that bring the customers in. The "Polar Bear" displays featuring his company's products are very artistic and the talk of the town.

Charles Lamb, who was formerly with the Peninsular Cigar Company, has accepted a position with the San Telmo Distributing Company, and is now boosting the sale on "Pastora" and "Joan of Arc" cigars.

Bill Fellner, buyer and manager of the cigar department of the Central Drug Company's chain stores, has returned from a motor trip to New York City and eastern points. While in the East Bill spent some time in the cigar market looking over conditions and placing his orders for holiday cigars and novelties.

J. M. Cuyar, of the firm of Andres Diaz & Company, manufacturers of Havana cigars, called on the trade here last week.

F. R. Braynard, of Chicago, western representative of Estabrook & Eaton, Boston, Mass., called on the clubs and leading retailers here last week.

R. I. "Bob" Ellis, general representative of San Martin & Leon, Tampa, Fla., was a visitor here last week. Bob reports business as being very good on his brands in the various sections of the country.

M. S. Levy, western representative for the Porto Rican-American Tobacco Company, called on the trade here last week.

I. Rosenthal, of the firm of Rosenthal Brothers, Scranton, Pa., manufacturers of the famous "R-B" cigars, called on the Charles F. Becker Company, local distributors for the "R-B" cigar. Mr. Rosenthal expressed himself as being well pleased with the distribution and sale on his product in this market.

George W. Stocking, of Arango-Arango, Tampa, Fla., manufacturers of the famous "Don Sebastian" cigars, was with us for a few days last week. George reports business as being very good in all sections on his brand. Bert Johnson is the sole distributor for the "Don Sebastian" cigar in the Detroit district.

J. R. Taylor and Louis Erdt, of the American Tobacco Company, were recent visitors to Detroit. While here they held a conference with the various State representatives on promotion work regarding the sale of their many brands.

Joe Schwartz, of Cleveland, O., the booster of "Portage" cigars, gave us the once over last week. The "Portage" cigar is enjoying a very good sale on this market. The John T. Woodhouse Company are the local distributors.

Miss Marie Still, formerly manager and buyer at the cigar stand at the Brunswick Hotel, has accepted a position with Charles Bird, the Book Building cigarist. Miss Marie is extremely popular with the trade, very fascinating and attractive and possessed with rare ability. We congratulate the proprietor on his selection for the Bird store, for he is some picker.

L. G. Goldvogel and Joe Fieger, of the D. A. Schulte Company, were recent visitors to Detroit.

Tom Deane, general salesmanager of the G. H. P. Cigar Company, manufacturers of the famous "El Producto" cigar, called on the local branch here last week. Tom expressed himself as being very well pleased with the sale of his cigar on the Detroit market.

C. R. Templin, the "Johnnie Walker" booster of the American Tobacco Company, is doing some very effective work here on this well-known cigarette. The brand enjoys a wide distribution and a very fine sale in the best stores.

Irving J. Hahn (R. Steinecke Company) has been rusticating here for the past ten days looking over trade conditions and working with Bill Thornton of Marcero, Bump & Howell Company, distributors of "Liederkranz Cabinets." Irving states it's a wonder and the best bet in smokes.

Very truly yours,

Mike of Detroit

ABOVE ALL BOLD CIGARS

Take a tip Mr. Dealer---

Bolds are live ones--for a quick turn-over.

Stock up with Bolds for big profits-quick profits.

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Topic-LaTosella-Recall

Some men build bridges; some erect skyscrapers; others make cigar boxes and the like.

But it remains for the few in each line of endeavor to produce a product so far above the average as to be recognized as the standard.

In every cigar box that leaves our factories you will find that something that says unmistakably, "A job well done."

Put These Better Boxes To Work For You

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

LANCASTER AND YORK SHOW INTEREST IN NEXT TOBACCO SHOW

(*Continued from Page 13*)

Milton H. Ranck, president of the Lancaster Leaf Tobacco Board of Trade; C. L. Schellenburger, secretary and treasurer of the Donnersville Co-operative Packing Association at Columbia, Pa., and J. C. Reist, secretary of the Mt. Joy Co-operative Packing Association, Mt. Joy, Pa.

"This is in line with the sentiment and the active work in all of our tobacco districts. The individual manufacturers and growers are considering exhibiting and the district associations are actively co-operating in order to create a large representative exhibit that will be a credit to the entire district and many of them want to overshadow any other tobacco district with their exhibit.

"On this trip I met Mr. Embrey of the Embrey Tobacco Company of Quincy, Florida, and he stated that the Florida and Georgia Tobacco Growers' Association were also very much interested in the third annual industries exposition."

TOO LATE TO CLASSIFY

FOR SALE

H. UPMANN & COMPANY.

Junta Liquidadora.

In compliance with a resolution taken by this Board, in the meeting celebrated the 27th of June, 1924 and duly authorized by the "COMISION TEMPORAL DE LIQUIDACION BANCARIA," there will be sold at public auction the business of the cigar factory "H. Upmann," together with its industrial brands, the price to be paid only in cash.

1. The auction will take place in the city of Havana, at the office occupied by the Junta Liquidadora de H. Upmann & Co., Tejadillo #1, third floor, on the 22d of September next, at three o'clock P. M.

2. Licitators will have to deposit beforehand with the Board an amount in cash equal at least to ten per cent. of the price estimated for the objects to be sold at auction, without which condition they will not be admitted. These deposits will be returned to their respective owners immediately after the auction, except the one corresponding to the highest bidder, which will be retained in deposit as guarantee for the fulfillment of his obligation, and, in such case, as part of the price.

3. All of the expenses for documents, certificates, legal expenses and the corresponding registration fees, are to be paid by the purchaser, and it being admitted to make bids ceasing the object to a third party.

4. The properties which will be jointly sold at auction, are the following:

A. THE CIGAR BRAND "H. UPMANN" WITH ITS ANNEXED BRANDS, LABELS AND PATENTS OF ANY KIND WHICH COULD BE REGISTERED IN THE NAME OF H. UPMANN & COMPANY, OR HERMANN UPMANN AND ALBERT UPMANN, ESTIMATED AT $400,000.

The Board will consider any propositions which may be made, but reserves the right to accept or refuse them, at its convenience.

The brand "H. Upmann" being especially affected to the payment of a credit of $197,059.66, plus interest at the rate of eight per cent. per annum, the purchaser will assume the obligation of paying same directly to who may result to be owner of same, deducting same from the amount for which the properties described in this paragraph "A" may be adjudicated to him.

B. THE STOCK OF LEAF TOBACCO, ELABORATED TOBACCO, LABELS, ACCOUNTS PAYABLE AND ACCOUNTS OF GOODS IN CONSIGNATION.

The value of these assets is of $150,863.16 as per balance of 30th June last. All of it may be examined by those interested in the auction within fifteen days before the date stipulated for the same, and will have to be paid for the sum which the books of inventory and stock will show on the day of the auction.

5. The Board reserves the right to accept or refuse any offers which may be made.

6. In case that no person will present any proposition jointly for the business of the factory and its industrial brands, the Board will consider the proposition which may be made for the properties named in paragraph "B."

7. After the offer has been accepted, and after the definite approval of the COMISION TEMPORAL DE LIQUIDACION BANCARIA, the purchaser will be obliged to pay the price within a term of fifteen days, against the execution of the corresponding documents.

Havana, July 2, 1924.

C. M. SOTOLONGO.

YORK COUNTY NEWS

(*Continued from Page 10*)

EAST PROSPECT

B. P. Hannigan of the East Prospect Cigar Company, has left on a trip to North and South Carolina to visit their jobbers in the interest of their "Emilia Garcia" brand, which has a big distribution in that territory.

Paul Dellinger of this firm is in charge of the manufacturing department.

A. F. Burg reports a good business on his "Pinta" individually foil-wrapped brand.

C. E. Myers, the popular cigar box manufacturer of this town, has fully recovered from his recent illness, and is back at his desk taking care of an increased business.

DALLASTOWN

Fred E. Druck and George Fleming, formerly with the firm of J. W. Minnich Sons & Company, have organized the firm of Fred E. Druck & Company, and have taken over and will manufacture some of the brands formerly manufactured by J. W. Minnich Sons & Company and which they will feature.

Both of these gentlemen are manufacturers of long experience and have our best wishes for a success in their new venture.

A. F. Fix & Company are placing with the trade a new triangulares shape cigar under their "Contract" brand, and which is meeting with good favor.

Joseph Strauss, representing Heywood, Strasser & Voight, Henry Voice representing Pasbach, Voice Lithographing Company, J. Reynolds Brady, representing American Box Supply Company, and Fred Bower, representing William Steiner Sons & Company, were recent visitors to the trade in this section.

J. R.

MANUEL

10 cents and up

A BULWARK of BUSINESS

—because it holds customers

YOU want to sell a cigar that does three things: *First*, looks good; *Second*, tastes right; *Third*, satisfies. In Manuel, we make just that kind of Cigar.

Manuel will make a definite business for you

Manuel is building business for dealers everywhere. Always popular, its fine quality and perfect condition are increasing Manuel Sales by large percentages every month.

What Manuel is doing for other dealers, it will do for you.

A CIGAR OF RARE EXCELLENCE

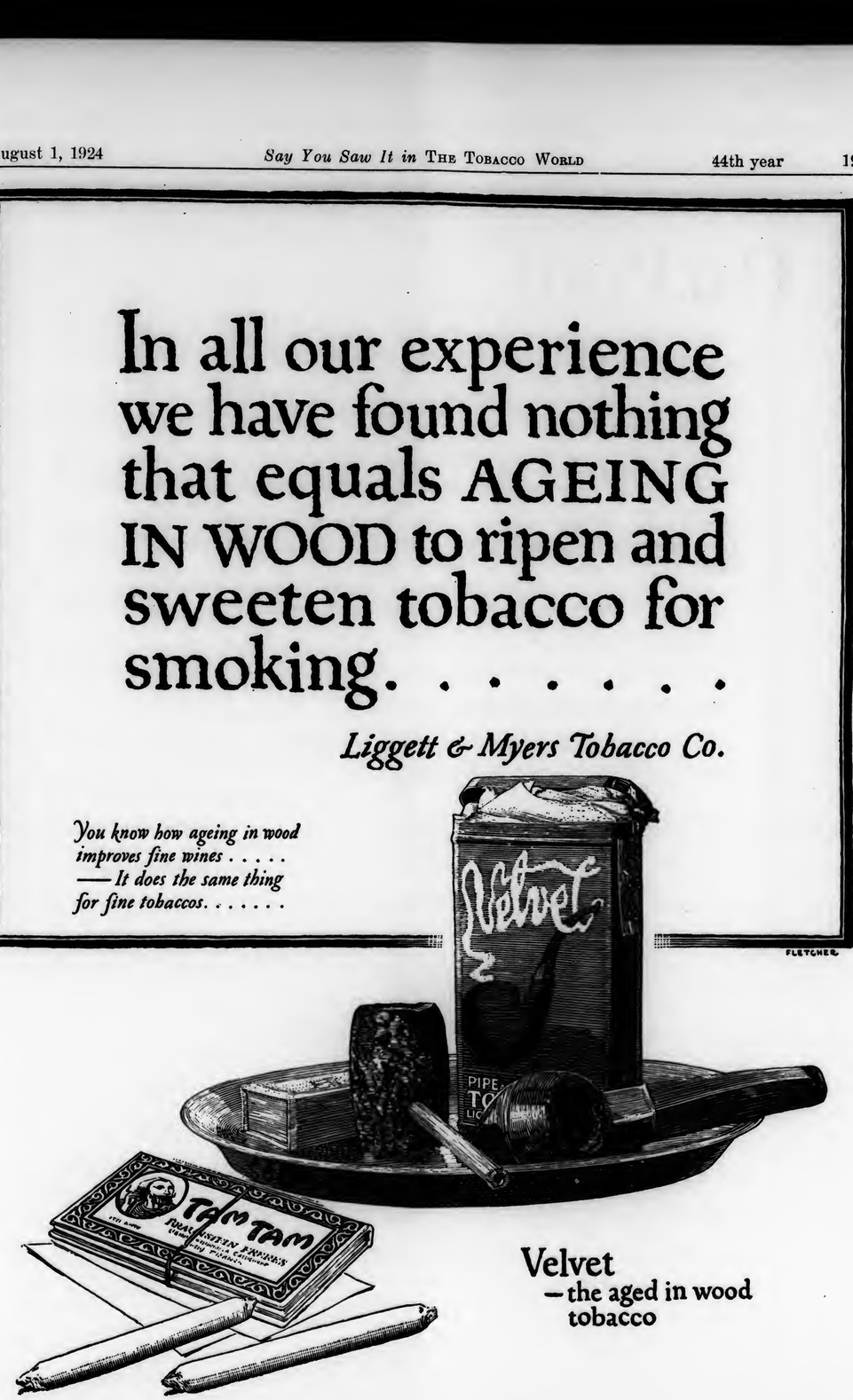
MANUEL CIGARS

ALLEN R. CRESSMAN'S SONS *Cigar Manufacturers* Philadelphia

In all our experience we have found nothing that equals AGEING IN WOOD to ripen and sweeten tobacco for smoking. . . . . .

Liggett & Myers Tobacco Co.

You know how ageing in wood improves fine wines . . . . .
—It does the same thing for fine tobaccos. . . . . .



Velvet
—the aged in wood tobacco

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

LET US HELP YOU
ELIMINATE THE TOBACCO BUG
By treating your tobacco with the exterminator
BY THE SHUEY PROCESS OF STERILIZATION
The only known preparation on the market that will give you permanent relief from future infections

Tested Approved and Adopted by Leading Growers, Packers and Manufacturers

USE SATISFACTION Tobacco Herein TO DEALER OUR Contained Treated by SHUEY'S Process of Sterilization TO CONSUMER STAMP BENEFICIAL PURITY

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself
SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OHIO

"BEST OF THE BEST"

OPTIMO CIGARS — VERY MILD — VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

NEW ARKANSAS TAX LAW TO SUPERSEDE THE APRIL TAX LAW WHICH WAS HELD UNCONSTITUTIONAL

The trade has already been advised by us of the enactment of a statute last April in the State of Arkansas, imposing a sales tax upon cigars and cigarettes, and of the attack that has subsequently been made by our Arkansas counsel against the constitutionality of the statute, and the final decision of the highest court of that State declaring that tax law unconstitutional.

We have also promptly advised the trade of the call of a special session of the Legislature immediately after the tax law referred to had been nullified by the courts, and of the subsequent enactment of a new tax law imposing a graduated tax upon cigars based upon the retail price, and a flat tax of $2 per thousand on cigarettes, as well as a tax upon little cigars to the extent of 10 per cent. of the selling price which statute became effective on July 1. These taxes are to be paid by attaching a stamp to each package unit.

Due perhaps to some misunderstanding, it has been asserted by some people that these stamps are to be attached by manufacturers, and we desire to express our view that, while perhaps local manufacturers in the State of Arkansas may be required to attach stamps, in the first instance, for their local business, no manufacturer without the State of Arkansas can be required to attach such stamps to goods shipped into Arkansas.

As between the jobber and the retailer, the question as to whether the former or the latter is to attach the stamps is now under consideration by the State authorities. However, pending the preparation of the necessary stamps and the promulgation of regulations, the State authorities, upon due presentation made upon behalf of the trade, have ruled that the retailer alone is to be held responsible for the tax.

It may be added that a careful study is being made of the new statute with a view to determining as to whether or not this statute, like the first tax law, should be attacked in the courts on constitutional grounds.

And we may further add that the Supreme Court decision in the Georgia case in which we have attacked the constitutionality of that act, and which decision is awaited in the early part of the fall, may have a strong bearing upon the Arkansas statute, particularly with respect to the tax on cigars.

One of the strong points that we have urged in the Georgia case was that in view of the fact that the Internal Revenue law taxes cigars according to their retail selling prices, each package containing a label prescribed by law fixing the maximum retail price, the retailer cannot increase the retail price by adding the State tax thereto, and hence the State tax must be paid by the retailer out of his own pocket, thus wiping out his entire net profit on the cigars, and perhaps actually creating a loss, and this we claim constitutes confiscation of property, etc.

This point, if it should be upheld by the courts, would apply equally as well to the Arkansas statute as to any other State sales tax on cigars.

Needless to say that these matters are receiving our closest attention, and that we shall continue to spare no pains or efforts toward the end of saving the industry from unjust taxation. Our members will, of course, be promptly advised of further developments.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S

Only Half the Story

SINCE 1900 the leaf tobacco of Porto Rico * * * has been slowly but steadily increasing in popularity, and now * * * is in great demand.

The quantity of tobacco of all types used annually by American cigar factories is about 150,000,000 pounds; the yearly imports of Porto Rico leaf approximate 26,000,000 pounds, or more than 17 per cent of the total.

"The American Cigar,"
By CARL AVERY WERNER in American Mercury.

No manufacturer in the United States uses all Porto Rico in his cigars. Blended with other tobacco, Porto Rican leaf is present in 25 to 30 per cent of the American production.

The White Stamps say it's PORTO RICAN

It's Good because it's PORTO RICAN

GOVERNMENT OF PORTO RICO TOBACCO GUARANTEE AGENCY
136 Water Street, New York — *J. F. Vazquez, Agent* — Telephone John 1379

Send for free copy "Tobacco Trade Notes"

Business Building

(*Continued from Page 14*)

back of each turtle, let them swim around and around in the shallow pan, put a placard offering a prize to the person who first advised what word the letters made.

"Crowds were in front of the window, and for the week while it lasted it attracted a vast amount of attention."

I took a month off recently and calculated that there are still ten million good ideas for window displays, which have not been used, and which would cost a trifle to stage. So there is no use any one spilling out excuses for poor windows by saying they cost too much.

Considering all things it is a wonder to me that more dealers don't try to build up a big business by the show window route.

"Small stores need new sales ideas," says *Printers' Ink*, the leading advertising journal. It states that stores are growing smaller, and that there is a tendency to double up and have two stores in different lines, where before was one store, just as one residence is splitting up into two or three apartments.

This tendency is causing small stores to intensify their show window methods and their selling methods.

"And how do they do it?" you ask.

Why, they keep a hawk-eye look upon different kinds of goods asked for by customers, and they cut out those styles which are in very small demand. Every dealer has been doing this, to be sure, and he thought he was doing it carefully. But when he finds the sharp points of tacks pricking him, and he just has to improve his watchfulness he is surprised at the great improvement he can make.

Then, too, he watches for every little improvement or refinement he can make. He is prone to call his place a SPECIALTY SHOP, and he has a real artist paint it in gold letters on his window. He changes his show window twice a week, instead of twice a month, showing only one specialty therein. He becomes a bug on placards. He studies up bright, witty, catchy short phrases about his goods, and has the placards painted by a really artistic sign painter. And he keeps changing the placards, oh, very, very frequently. And he has a fine trade. A very fine trade. And he makes good money.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

RUSSELL L. MAUGHAN:—43,837. For all tobacco products. July 7, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

THE GENERAL:—43,840. For all pipes, cigar and cigarette holders. July 10, 1924. Reiss-Premier Pipe Co., New York, N. Y.

CLUBBS NO. 1 MILD SMOKING MIXTURE:—43,843. For smoking tobacco. July 14, 1924. A. Clubb & Sons, Los Angeles, Cal.

KING OF VERMONT:—43,849. For plug, twist, scrap, smoking tobacco and fine cut tobacco. July 12, 1924. O. C. Taylor & Co., Inc., Burlington, Vt. (This certificate is issued upon presentation made to us that the trade-mark or trade name specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been in use for over twenty years.)

LA ARMIDA:—43,850. For cigars. July 12, 1924. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y. (This certificate is issued upon presentation made to us that the trade-mark or trade name specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by a transfer from Fritz Bros. Co., Cincinnati, Ohio, July 9, 1924.)

EL ATTONA:—43,851. For cigars. July 12, 1924. Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y. (This certificate is issued upon presentation made to us that the trade-mark or trade name specified, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by a transfer from Fritz Bros. Co., Cincinnati, Ohio. July 9, 1924.)

WENLYN:—43,853. For cigars. July 15, 1924. Edward Hollinger, Windsor, Pa.

MASTERPIECE:—43,858. For cigars. July 7, 1924. Anthony Kleiner, Inc., Detroit, Mich. (The trade-mark or trade name, though apparently not heretofore registered in any of our Affiliated Bureaus, is claimed to have been acquired by a transfer from the American Exchange Cigar Co., New York, N. Y., successors to Jeitles & Blumenthal, who, it appears, has used same for over twenty years.)

MERRI-DEL-VAL:—43,855. For cigars, cigarettes and tobacco. July 16, 1924. Chas. Stutz Co., New York, N. Y.

HADDON HALL:—43,857. For cigars. June 20, 1924. D. Emil Klein Co., Inc., New York, N. Y.

JUDGE ALBERT H. SEWELL:—43,859. For cigars, cigarettes and cheroots. July 21, 1924. Rosenfeld & Sons, Walton, N. Y.

TRANSFERS

KING OF VERMONT:—11,735 (United States Tobacco Journal). For cigars. Registered January 9, 1890, by George A. Kent Co., Binghamton, N. Y. Transferred to O. C. Taylor & Co., Burlington, Vt., and re-transferred to O. C. Taylor & Co., Inc., Burlington, Vt., in the year 1921.

MARSHALL FIELD:—22,935 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered August 6, 1900, by the American Litho. Co., Chicago, Ill. Transferred to Solares & Co., Chicago, Ill., February 2, 1906, and subsequently through mesne transfers the American Litho. Co., New York, N. Y., acquired same and re-transferred it to The Coraza Cigar Co., Philadelphia, Pa., August, 1922.

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

GOLDEN WEDDING:—6595 (U. S. Tobacco Journal). For cigars, cigarettes and tobacco. Registered July 16, 1886, by R. Ulmer & Co., New York, N. Y. Transferred to O. C. Taylor & Co., Burlington, Vt., and re-transferred to O. C. Taylor & Co., Inc., Burlington, Vt., in the year of 1921.

FOX TERRIER:—12,774 (Tobacco Leaf). For cigars, cigarettes, cheroots and tobacco. Registered December 19, 1896, by W. M. Pock, Rutland, Vt. Transferred to O. C. Taylor & Co., Burlington, Vt., and re-transferred to O. C. Taylor & Co., Inc., Burlington, Vt., in the year of 1921.

OUR KILLINGTON:—17,028 (Tobacco Leaf); **21,319** (U. S. Tobacco Journal). Registered June 3, 1899, by Geo. A. Kent & Co., Binghamton, N. Y. Transferred to O. C. Taylor & Co., Burlington, Vt., and re-transferred to O. C. Taylor & Co., Inc., Burlington, Vt., in the year of 1921.

FAST TRAIN:—520 (Connorton's Tobacco Brand Directory). For plug, twist, fine cut, chewing and all kinds smoking tobacco, cigarettes, cheroots and snuff. Registered November 26, 1897, by S. F. Hess & Co., Rochester, N. Y. Transferred to O. C. Taylor & Co., Burlington, Vt., and re-transferred to O. C. Taylor & Co., Inc., Burlington, Vt., in 1921.

OUR HOBBY:—(U. S. Tobacco Journal). For cigars. Registered March 13, 1884, by Dingfelder & Libke, New York, N. Y. Through mesne transfers acquired by O. C. Taylor & Co., Burlington, Vt., and re-transferred to O. C. Taylor & Co., Inc., Burlington, Vt., in the year 1921.

CORRECTED PUBLICATION

BRAE BURN:—43,838. For all tobacco products, pipes and smokers' articles. Registered July 2, 1924, by Charles B. Perkins Co., Boston, Mass.

RE-REGISTRATION OF ABANDONED OR UNUSED TRADE-MARKS

Notice is hereby given that an application has been filed with us for the registration of the following trade-marks and that same will be registered unless we shall be advised of the existence of any valid rights thereto by written notice, setting forth specifically the basis of such claims on or before the registration date set opposite the trade-mark

BLACK GOLD. For cigars only. August 6, 1924.

T. M. A. SECURES SUSPENSION BY THE I. C. C. OF PROPOSED INCREASE IN FREIGHT RATES ON CIGARS SHIPPED FROM FLORIDA

Upon a petition filed by the T. M. A., the Interstate Commerce Commission has issued an order suspending the new schedules filed by the Florida East Coast, Seaboard Air Line and Atlantic Coast Line Railroads, the effect of which would be to substantially increase freight rates on cigars shipped from Florida.

For over a year the Florida East Coast, Seaboard Air Line and Atlantic Coast Line Railroads have been endeavoring to cancel the through rates on cigars from points in southern Florida to points in the United States west of El Paso, Texas and Denver, Colorado. This move has been due to their inability to agree with their western connections on the division of the present through rates.

The traffic department of the Tobacco Merchants Association of the U. S. has been keeping in close touch with this situation and succeeded in blocking any changes in these rates, but the carriers finally filed with the Interstate Commerce Commission new supplements to their tariffs that would cancel all such through rates on August 1, 1924. This would result in an increase in the present rates on all cigars from Key West or Tampa to this western territory.

As soon as these supplements were received the traffic department of the T. M. A. filed a petition with the Interstate Commerce Commission asking for a suspension until such time as they could hold proper hearings and force the carriers to justify such an advance, and advice has just now been received that the commission have issued their order under investigation and suspension docket No. 2182 that will suspend these rates until November 12, 1924, pending proper hearing by the commission.

Similar petitions were filed by the Florida Railroad Commission and the Tampa Board of Trade and the T. M. A. will join with them in every effort possible to prevent this advance.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
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Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

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BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER
J. G. DILL CO.
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Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

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AUGUST 15, 1924

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VOLUME 44 No. 16

THE TOBACCO WORLD

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OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

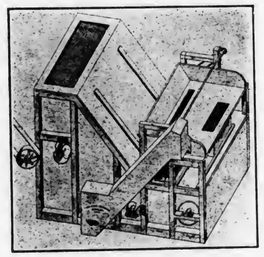
We Are Now Ready To Offer Our Holdings In 1923 Crops.

AMERICAN SUMATRA TOBACCO CO.

131 Water Street New York City

After all nothing satisfies like a good cigar

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

From Your Town and All Towns They Come and See This Sign

"Everybody" goes to Atlantic City and "everybody" will see and be impressed by this gigantic sign standing on the meadows within a mile of the drawbridge. Two hundred and fifty feet long, 30 feet high it tells a big story in a big way.

It reminds the men who know, it tells the people who don't, the truth that "The Best Cigars Are Packed in Wooden Boxes".

Such publicity which the smoker cannot help but see, which appeals to him as being sound reasoning and advice must produce results. IT IS DOING SO ALREADY!

Why not pack your cigars in wooden boxes and reap the benefit?

After all nothing satisfies like a good cigar

The Best Cigars are Packed in Wooden Boxes

UNION LEADER
REDI CUT
TOBACCO

BIGGEST AND BEST TOBACCO VALUE
THE 10¢ TIN

With your full retail dealer's profit

LA PALINA
CIGAR
IT'S JAVA WRAPPED

Get the Utmost in Advertising Values
at practically no expense
by using the
WOODEN CIGAR BOX
for your brands.
They help *sell* your cigars.
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621 W. SUSQUEHANNA AVE.
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Blackstone
CIGAR

Havana

Filler

Absolutely!

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"Good from End to End"

Good for the dealer because:-

They are popular,
They are profitable,
They sell quickly.

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Makers of Bold-LaTosella-Recall

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ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
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CIGAR BOX
LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

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FACTORIES: Tampa and Key West, Florida

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WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 836 North Twentieth Street, Philadelphia, Pa.

POSITION AS SUCTION FOREMAN WANTED BY MAN thoroughly experienced in Suction Work. Twenty years' experience in the largest factories in the country. Box No. 471, "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 44 AUGUST 15, 1924 No. 16

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

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CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
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NATURAL BLOOM
The Cigar of Quality
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NEW YORK CITY

100 cigarettes 15 cts

GENUINE
"BULL" DURHAM
TOBACCO

Right now! Settle the whole cigarette question forever by rolling your own from "BULL". You get more flavor, more enjoyment, more tobacco taste, more quality—and much more for your money—

The American Tobacco Co.
INCORPORATED

NOW 2 BAGS FOR 15c

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

Model B-1 illustrated above.

PACK CIGARS RIGHT

and get a uniform pressed shape to each cigar in every box. No broken wrappers. Impossible to overpress pack.

FOUR MODELS TO CHOOSE FROM

Model "A" without top lever, for 50 cigars -	$ 5.00
Model "B-1" with top lever, for 50 cigars -	10.00
Model "B-2" with top lever, for 100 cigars -	12.50
Model "C" with top lever, for bundles of 100 -	16.00

All packers are adjustable to any standard size box.

Pulte-Korreck Machine Co.
GRAND RAPIDS, - - - MICHIGAN

Only Half the Story

SINCE 1900 the leaf tobacco of Porto Rico * * * has been slowly but steadily increasing in popularity, and now * * * is in great demand.

The quantity of tobacco of all types used annually by American cigar factories is about 150,000,000 pounds; the yearly imports of Porto Rico leaf approximate 26,000,000 pounds, or more than 17 per cent of the total.

The White Stamps say it's PORTO RICAN

"The American Cigar,"
By CARL AVERY WERNER in American Mercury.

No manufacturer in the United States uses all Porto Rico in his cigars. Blended with other tobacco, Porto Rican leaf is present in 25 to 30 per cent of the American production.

It's Good because it's PORTO RICAN

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 Water Street New York *J. F. Vazquez Agent* Telephone John 1379

Send for free copy "Tobacco Trade Notes"

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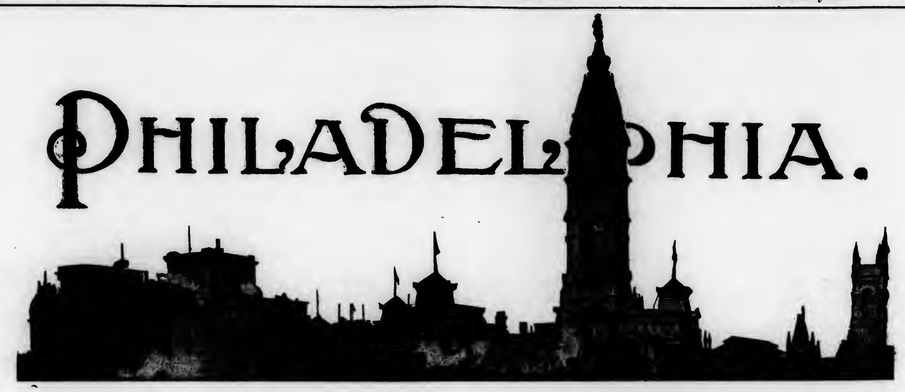

Philadelphia, August 15, 1924.

MANUFACTURERS in all lines have experienced in recent years a great change in merchandising methods, and greatly increased merchandising costs, especially the cigar manufacturers.

It was formerly the custom of the cigar manufacturers to look chiefly to the jobbers of the country for their distribution, and these jobbers would carry a large stock at all times, of the various lines they handled. They so regulated their purchasing that the manufacturers were enabled to manufacture continuously during the year, except for a short lay off for the taking of inventories and making factory repairs or improvements during the early part of the months of January and July.

The salesmen of the jobbers would of their own initiative create and advance sales talks on the various brands their respective houses handled and there was some genuine sales effort put forth by them.

There then came a dull period in business, and manufacturers naturally tried to devise means to encourage sales on their product in order to keep their production up, and hold together their organizations.

This resulted in one of the large manufacturers adopting the plan of giving for a certain period, a deal on their brands, involving a 10 per cent. free deal, or one thousand free with the purchase of each ten thousand cigars.

Many other manufacturers fell in line, and also extended a free deal of the same proportions, until business again became normal, when these deals were discontinued, but free deals have been in evidence at times ever since.

The free deal idea was followed later by the missionary salesman who came direct from the manufacturer and traveled with the jobber's salesmen and sold the merchandise for the jobbers and increased the distribution.

With the missionary men's work, the jobber's salesmen following the example of all humans, naturally fell into working along the lines of the least resistance, and took orders for the merchandise easiest sold, which was usually the cigar having the most missionary work done on it, with the result that the jobber's salesmen lost their former initiative and became mere order takers.

This missionary work by the factory salesmen has been the forerunner of the establishment of branch distributing houses, which has been accomplished by some of the largest cigar manufacturers, who now distribute direct to the retailer, with the elimination of the jobber.

It has been established as a fact, that the jobber is a very necessary factor in all merchandising, and the independent jobber of today must realize that it is up to him to help figure some of the problems attached to the proper merchandising of cigars, and the elimination of all unnecessary expense in connection with the distribution of cigars, and show the greatest cooperation possible with the manufacturer.

The jobber cannot overlook the fact that the manufacturer, in the face of greatly increased manufacturing costs, is endeavoring to fill the demands of the consumer for better quality, and give him good value for his money, with the resulting elimination of profits to the manufacturer.

Manufacturers have been forced by the trend of the times to spend great sums of money every year in sales promotion work, with missionary men. If eliminated this would result naturally in a big saving, and in greater profits to the manufacturer. And if a thorough spirit of co-operation and understanding could be established between the manufacturer and the jobber and the jobber's salesmen, this would put the manufacturer in a position to so price his merchandise that it would allow a larger profit for the jobber, who in turn could share the same with his salesmen.

With the establishment by a number of the largest manufacturers of their own distributing houses, many jobbers for their self-preservation must necessarily look for lines from the smaller manufacturers. The jobber will greatly strengthen his own position as well as that of his salesmen if he will discourage the use of missionary men from the factories and inculcate, with real sales talks to his salesmen, some real sales efforts on the part of his salesmen, who can sell as much merchandise as any missionary salesman if they put forth the right effort.

The jobber can greatly assist the manufacturer by the prompt payment of all invoices as the manufacturer must turn his capital many times each year in order to stay in business. Also if he will place his orders with the manufacturer in a way to insure as near as possible continuous shipments, he will assist the manufacturer to better govern his manufacturing and keep his organization intact.

The capital requirements of the cigar manufacturer today, is five to eight times as great as it was ten to fifteen years ago, due to greater investment in raw materials and supplies. And also the greater

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THE TOBACCO WORLD

Number 16

Established 1881

A SEMI-MONTHLY

For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year | PHILADELPHIA, AUGUST 15, 1924 | Foreign $3.50

amount of credit extension, made necessary by the trend of merchandise prices, and business conditions. This greater capital requirement means added expense and less profits.

With the apparent retrograde movement in the sales of cigars in recent years, and the constant demand of the consumer for old-time quality, it is not only necessary for the cigar industry to make a big endeavor for the creation of new cigar smokers out of the coming generations by a co-operative advertising campaign, but also to get a satisfactory understanding and the proper co-operation between the jobbers and the manufacturers.

J. R.

"CHARLES THE GREAT" STARTS PRODUCTION

The newly organized company to manufacture the famous "Charles the Great" cigar in Tampa, has started operations and will soon have "Charles the Great" in the mouths of the consumers again. The new concern is capitalized at $500,000, with Frank Sierra as president and general manager, and Celestino Sierra, secretary-treasurer.

The two above-named officers, together with Val. M. Antuono, Jose A. Lozano and Francisco Sierra, comprise the board of directors.

STEPHANO HOME ROBBERY THWARTED

The home of Stephen Stephano, well-known cigarette manufacturer, on Ashbourne Road, this city, was entered by burglars on last Friday night. However, they were heard by servants and frightened away, after shooting a policeman, who had been attracted to the scene. The wine cellar is believed to have been the objective of the intruders, which held some choice vintages of pre-Volstead days.

NEW $1,500,000 LOOMS ON HORIZON

According to insistent rumors there is a new company about to make its appearance in the cigar industry which will consolidate several well-known factories in order to meet competition. The new concern is said to be the Pioneer Cigar Company, with a capitalization of $1,500,000, and the well-known factory of W. K. Gresh & Sons, at Norristown, Pa., is among those to be included in the combine.

BAYUK ADDS TWO MORE FACTORIES

Bayuk Cigars, Inc., Third and Spruce Streets, have found it necessary to open two more factories, in order to satisfy the steadily increasing demand for the Bayuk products. The new plants are located at Red Hill and Trumbauersville, Pa.

NATIONAL DRUG LOSES DECISION

In a decision recently handed down by the United States District Court, the receivers of the Ruyera Lopez Company are permitted to continue operation of the cigar stand located in the store of the National Drug Company, at Thirteenth and Market Streets, this city. The National Drug Company sought to recover the lease on the grounds that the Ruyera Lopez Company had failed to fulfill the terms of the contract in so far that they did not carry in stock all of the popular brands of cigars as required. The Court decided that the receivers were not at fault in this point, but that the fault was on the part of the Ruyera Lopez Company, and the receivers are to be allowed to operate the stand until after the Christmas Holidays when it is expected that additional profits will be made, which will enable the creditors to receive additional payments.

CONGRESS COMPANY TO OPEN NEW FACTORY

In order to cope with the increasing orders for their "La Palina" cigar, the Congress Cigar Company, of Third and Spruce Streets, this city, has acquired the three-story cigar factory, formerly occupied by the General Cigar Company, at Kulpmont, Pa. The Congress Company expects to enlarge the basement of this building and also put on an additional story, when the factory will then accommodate 400 employees, and be capable of increasing their present output by approximately 100,000 cigars a day.

V. Ernay, who was factory superintendent for the General will take charge of the factory for the Congress Company.

DUSEL-GOODLOE OPTIMISTIC

Many evidences of returning prosperity for the cigar industry are beginning to be heard and among them the Dusel, Goodloe & Company offices report a gratifying increase in sales for the month of July, over the same period last year. Dusel, Goodloe & Company are distributors for many famous brands in this territory, among them being "Antonio y Cleopatra," "Pancho Arango," "Webster," "Natural Bloom," "Blackstone," "Detroit Hand Made," "Robert Emmet," etc.

McCORMICK JOINS EISENLOHR'S

Charles W. McCormick, who has been connected with the cigar industry for the past twenty-five years, has joined the sales organization of Otto Eisenlohr & Brothers, Inc. Mr. McCormick is well known throughout the greater part of the United States as a salesman of ability and will boost the famous "Cinco" throughout the territory west of Chicago, beginning the latter part of this month.

CONNECTICUT VALLEY HAS BAD STORM

A terrific storm passed over portions of the Connecticut Valley on Thursday of last week, damaging the tobacco crop. The storm which broke the long drought in that section was accompanied by terrific winds and much hail. Martuis Elmore was killed at South Windsor when his automobile was struck by lightning. Estimates of the damage to the tobacco crop vary from 25 per cent. to 75 per cent. ruined by the wind and hail, while in other sections much good was done by the timely rain.

CHARLES BOBROW ENJOYING VACATION

Charles Bobrow, of Bobrow Brothers, Incorporated, Fifth and St. James Streets, left for a well-earned vacation in the New England States and Canada. He is accompanied by Mrs. Bobrow and they expect to visit Camp Somerset, in Maine, where their daughter is spending her vacation, and will then visit Canada and return via the Thousand Islands.

M. M. GANS LEAVES P.-V.

Announcement is made by the Pasbach-Voice Lithographing Company, Inc., of Brooklyn, that M. M. Gans has severed his connections with their firm. Mr. Gans has been with the P.-V. Company only a short time, but has been connected with the cigar industry for a long time. No announcement as to his future plans has been made.

VAL. M. ANTUONO TO VISIT OLD HOME

Val. M. Antuono, the well-known manufacturer of "Dupont" and "C. H. S." cigars, of Tampa, Fla., left that place on August 8th for New York City, en route to Italy, where he will visit his birthplace, and also visit France and Germany. Mr. Antuono expects to return to America in September.

BOX MANUFACTURERS MEET IN DETROIT

The National Cigar Box Manufacturers' Association is holding its fifth summer meeting and outing at the Hotel Tuller in Detroit on August 14 and 15. A large attendance is expected and a splendid program for the entertainment of the guests has been provided.

SAM GILBERT VISITS PHILADELPHIA

Sam Gilbert, well-known president of the Webster Cigar Company, of Detroit and also president of Otto Eisenlohr & Brothers, Inc., Philadelphia, was a visitor in Philadelphia this week, conferring with the "Cinco" headquarters and discussing future plans.

MORT HAMMER JOINS "CHARLES THE GREAT"

Mort Hammer, well-known booster for Marcelino Perez & Company, has severed his connection with that firm to join the sales force of the new "Charles the Great" organization. Mr. Hammer is a salesman of well-known ability and leaves the Perez Company with their full consent and best wishes.

CLASSIFIED

The boss and the clerks had gone out to lunch, leaving the pretty little bookkeeper in charge of the store.

Enters a handsome young man. "Do you keep auto accessories here?" he asked. The little bookkeeper smiled her sweetest. "Only me," she replied. —*Good Hardware.*

HEARING ON T. M. A. COMPLAINTS FOR CARLOAD RATING FOR CIGARS

Acting upon the complaint filed by the T. M. A. against a number of railroad companies, demanding a carload rating upon shipments of cigars, Examiner Hunter, of the Interstate Commerce Commission, presided at a hearing held in New York City, July 16, to determine the issues presented by the T. M. A. complaint and the answers filed by the railroad companies.

The railroads of the United States have never been willing to recognize the principle that lower freight rates should apply on cigars when shipped in carload lots than when forwarded in small lots, and at the last annual meeting of the Tobacco Merchants Association of the U. S. some of the larger shippers felt that the carriers should be forced to grant such an adjustment.

Application was formally made to the Classification Committees of the railroads but after unusual delay the request was denied.

In March the traffic department of the T. M. A. filed a formal complaint with the Interstate Commerce Commission against thirty-nine railroad companies, asking for the adjustment, and the case was heard July 16, before Examiner Hunter in New York City. The shippers' case was presented by Mr. Lucas, of the traffic department of the T. M. A., and he was followed by Miles F. Figgatt, traffic manager of the American Cigar Company; A. W. Goudy, traffic manager of the General Cigar Company; F. D. Walker, traffic manager of the Consolidated Cigar Corporation, and L. J. Walsh, assistant traffic manager of P. Lorillard Company.

At the hearing before Examiner Hunter it was strongly urged by Mr. Lucas, of the T. M. A., as well as by the traffic managers of the various cigar manufacturers represented that a carload rating of third class with a minimum weight of 24,000 pounds as against the present rating of first class would only be fair and reasonable and would entail no loss to the carriers, for the difference in the freight rates would be more than offset by the reduced cost in handling carload shipments.

According to Traffic Manager Lucas there is every reason to believe that a favorable decision will be rendered by the I. C. C.

DATES OF SUMATRA INSCRIPTIONS ANNOUNCED

Inspection Days.	General Inspection Day.	Date of Sale.	1924.
Sept. 15, 16, 17.	Sept. 18	Friday, Sept. 19	Amsterdam
Sept. 23.	" 24	Wednesday, " 24	Rotterdam
Oct. 6, 7.	Oct. 9	Friday, Oct. 10	Amsterdam
Oct. 20, 21, 22.	" 23	" " 24	Amsterdam

DIAZ IN DIFFICULTIES

An involuntary petition in bankruptcy has been filed against the Diaz Cigar Corporation, in New York City. Debts are listed at about $85,000, with assets of about $7500. David L. Klein has been appointed receiver.

BOBROWS CLOSE CONSHOHOCKEN PLANT

The factory operated by Bobrow Brothers, Incorporated, at Conshohocken for several years, has been closed down on account of inability to get the labor necessary to operate the factory at capacity. The production of this factory will be taken care of in other factories of the company and the Conshohocken plant will be used in the future as a storehouse.

DETROIT

Detroit Closes Record Half Year's Business—New Mazer-Cressman Company Plant Ready for Occupancy Soon —Frank Horning Leaves Consolidated for M. J. Schwab—Peninsular Cigar Company Starts Distribution of "Manuel"

Detroit, Mich., August 10, 1924.

DETROIT closed on June 30th, the greatest half year in the history of the city. Savings deposits climbed above the $300,000,000 mark. Bank clearings for the period amounted to $3,657,816,000, as compared with $3,302,922,000 in the first half of the year of 1923, being a gain of 11 per cent. over this previous record year. "Dynamic Detroit's" amazing construction activity in 1924 probably will exceed its peak record of 1923 which was the largest building record in the city's history. Building permits aggregate $87,000,000 which shows an increase of $22,250,000 for the first six months of 1924. This record six months period closed with a lull in the manufacturing activities and a dullness in the trade which was partly seasonal and partly of industrial readjustment through which the country is passing. An average of 229,722 persons were employed by members reporting through the Employers' Association during the first six months.

The new plant of the Mazer-Cressman Cigar Company, Inc., at 5031 Grandy Avenue, is rapidly nearing the completion point and will be ready for occupancy during the early fall. When completed it will be the finest cigar plant in the country and without equal. The interior of the plant has been laid out according to Jacob Mazer's idea of what a cigar factory ought to be. All the latest and modern devices will be installed for the protection of the raw material and finished products. The ventilating system which is being installed will provide an even temperature at all times, keeping the tobacco and cigars in perfect condition. The new plant will be five stories, of reinforced concrete and steel.

Frank J. Horning has resigned his position with the Consolidated Cigar Corp., to accept a position as manager for the M. J. Schwab Company, Dayton, O. The M. J. Schwab Company are wholesale distributors for many fast selling brands of cigars. We extend to Frank our sincere wishes for success in his new position.

W. W. Tucker, of the W. W. Tucker Cigar Company, has returned from a business trip to Indianapolis, Terre Haute and Dayton, O. Mr. Tucker made a general survey of the cigar and tobacco business in the various cities visited, stating that the cut-price situation was very bad in all sections.

Mr. M. Bloom, representing the "La Primadora" factory (Max Schwartz), New York, N. Y., called on the trade here last week. The "La Primadora" Havana cigar, a product of supreme quality, enjoys a splendid sale here and is a popular smoke with the Detroit men.

D. F. McVey, Michigan representative for Stephano Brothers, manufacturers of "Rameses" cigarettes, has returned from a trip through the northern part of the State. Mac reports his brand as selling fine in all sections of his territory.

The Peninsular Cigar Company's sales staff started the distribution on "Manuel" cigars on Monday, August 11th. The "Manuel" cigar is a product of the Mazer-Cressman Cigar Company, and is being placed on this market in three sizes. "Manuel" cigars are a business builder for dealers everywhere, because it holds customers. Its fine quality and splendid workmanship are making many "Manuel" smokers every day, so get behind a "Manuel," it's just the kind of a cigar you will like.

John T. Woodhouse, of John T. Woodhouse & Company, has returned from a business trip to New York City and eastern points.

Otto Groll, western representative of the Fedco Sales Company, New York, N. Y., manufacturers of "Klickit Cigarette" holders, called on the trade here last week.

Tony Rego, of F. Garcia & Brother, Tampa, Fla., was on the list of out-of-town visitors who signed the Tobacco World register at Bert Johnson's last week. Tony reports business as being very good on his brand in all sections of the country.

W. D. Walker, western representative for S. S. Pierce & Company, Boston, Mass., called on the leading retailers and clubs last week.

Tom Hocknell has accepted a position with Marcero, Bump & Howell Company, and will boost the sale on "Dutch Masters," "Harvester" and "Swift" cigars on the east side of the city. Tom is well known to the Detroit trade, having for many years been connected with some of our leading jobbers.

Mr. Lewis, representative of Alfred Orlik, New York, N. Y., called on the trade here last week with his fall line of pipes. Mr. Lewis was showing one of his new numbers, "Captain Black," London made pipe which retails at $2 and according to reports the "Captain Black" is enjoying a big sale with every dealer.

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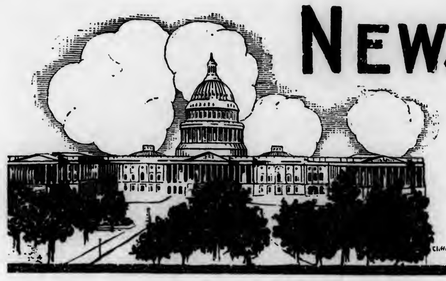

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Washington, D. C.

More Complaints Alleging Misbranding

A FORMAL complaint, alleging unfair methods of competition in connection with the use of the word "Tampa" on cigars, has been issued by the Federal Trade Commission against H. M. Griggs and E. C. Griggs, of LaGrange, Ga., cigar manufacturers trading under the name of H. M. Griggs Cigar Company.

The commission charges that the company manufactures cigars from tobacco grown elsewhere than on the Island of Cuba under a brand name containing the word "Tampa," with the result that the public is deceived into the belief that the cigars so labeled were manufactured in Tampa, Fla., and from tobacco known as Havana tobacco.

A similar complaint has been issued against Jacob C. Winter and Titus A. Smith, partners under the names of J. C. Winter & Company and Key West Cigar Company, Red Lion, Pa. It is alleged that cigars not made from tobacco grown in Cuba are offered under the brand name of "Key West Perfectos."

The discontinuance of the use of the word "Havana" in connection with cigars not made entirely from tobacco grown in Cuba is required by the commission in orders issued against the Edwin Cigar Company, Incorporated, and James E. Hall, Jr., both of New York. In both cases the commission found that the respondents advertised and represented that cigars sold by them were manufactured from tobacco grown on the Island of Cuba and on plantations owned by them, and that by reason of such ownership they were enabled to sell cigars at a substantially less price than ordinarily charged for cigars of a like character. The commission found that the respondents did not own plantations in Cuba, and therefore their representations were false and misleading to the general public and unfair to competitors who did not resort to misrepresentation in the marketing of cigars.

The orders in each case prohibit the respondents from using the word "Havana" as descriptive of cigars unless such cigars be made entirely from tobacco grown in the Island of Cuba; representing in any manner that cigars other than those manufactured entirely from tobacco grown in the Island of Cuba are Havana cigars; or advertising or representing in any manner that any of the tobacco going into the manufacture of cigars manufactured by them was grown upon a plantation or plantations owned by the respondents in the Island of Cuba when such is not the fact.

All Branches of Trade Under Investigation to Bring About "Truth in Advertising"

The tobacco industry is not the only one in which the Federal Trade Commission is seeking an improvement of advertising ethics through the elimination of brand names and advertising terms which mislead the public into thinking that the commodities purchased are made in well-known trade centers of certain materials when such is not the fact.

While the commission prohibits the use in the tobacco industry of the terms "Tampa" in connection with cigars made elsewhere than in the Tampa, Fla., district, and "Havana" in connection with cigars not actually made of tobacco grown in and imported from Cuba, other trades are meeting with the same uncompromising disapproval of the use of misleading terms in the sale of their products. Orders have been issued, for instance, prohibiting the use of the word "Rochester" in connection with men's clothing not made at Rochester, N. Y., a center of the clothing industry; of "Sheffield" on silver not actually made at Sheffield, Eng.; of "Ivory" in connection with pyralin goods; of "Quadruple" on silverware not having four coats of silver plate, etc.

The commission now has before it numerous cases where "key" words are used to give the impression that a commodity is made in a certain city or from certain materials. A large number of industries, it is explained, have resorted to this practice. It is the attitude of the commission that the use of these "key" words misleads the public and is an unfair method of competition with manufacturers who do not resort to the same practice.

Packing Methods to be Studied

A scientific study of proper methods of packing goods for domestic shipment is to be undertaken by the Department of Commerce in an effort to reduce the losses from inefficient packing, estimated by the railroads in 1922 to $11,800,000.

The study will be divided into two parts, one investigating the need for stronger and better containers so as to reduce loss and damage in transit, the other to develop methods for cutting down the constantly growing costs of distribution, in which packing plays an important part. It is pointed out that more than five billion containers are used in domestic shipments each year and the need for stronger and better containers is evidenced by the fact that it cost the carriers last year $5,000,000 for repairs to those damaged in transit.

(*Continued on Page 21*)

"YES, the chain stores will grow." So say the people who think that they know. But before your backbone in its fright shakes your marrow to water, I hasten to observe that they also say the chain store cannot push the independent dealer off the earth. For he is here to stay, and he also will grow.

Let us smile at this good news, and rejoice with gladness. For we have a soft spot in our heart for the independent dealer, and we wish, with a large and abounding wish, that he may live a thousand years and prosper greatly.

But, pause a moment. These knowng ones are mighty careful not to say that all independent dealers will remain with us. They know better. They know that the coming days are loaded with problems that will try men's souls. They know that competition will be keen as a safety razor, as hard as a battleship's armor, as persistent as a hungry mosquito.

Under this competition many a good-natured, easy-going, likeable cigar dealer will ride the chute of failure.

Be heartened therefore with the good news, but be stimulated by your great danger to get busy with brain and brawn. Sharpen your business sword, fill your quiver with arrows of business knowledge hints and suggestions, and go forth to battle and victory, with the grim determination to put all your skill and energy in the fight.

"Gosh," said my friend, the traveling salesman, who takes long trips in far-off places.

"This is a wonderful country. Even a cow traveling around in a windowless box car couldn't fail to be impressed.

"Every city, and every suburb near every city, is growing, growing, growing, like the beanstalk of Jack the Giant Killer. More buildings, better buildings, more prosperous-looking people, more generous spenders."

I nodded affirmatively, said nothing, but set myself hard at work, thinking thoughts.

Said I to myself, said I—"Growth means wealth. The far-visioned man, the wise man, the wide-awake man in every branch of industry will take advantage of this growth and so fix himself that wealth will flow into his coffers."

Many a cigar dealer will move from the dinkey little store, on a sleepy little street, to a location of growth, and he will grow with the growth of the town.

Many another one will chuck out the cheap, poor trash he has been handling. He will enlarge and make attractive his show window and will handle a better line of goods.

Still others will condense their stock, take on a few specialty lines and triple their business.

And they will all come in on the good things which the growth of future years are bound to give.

When I next meet Uncle Sam I'm going to walk up, pat him cordially on the back, smile approvingly, and say, "Well done, Old Top. You're now on the right track, for you're helping business men, instead of manhandling them, and you're helping the little feller as well as the merchant prince."

Here is one thing he is doing which will interest you. He is getting up, through his Chamber of Commerce, a series of pamphlets to be distributed free to retail merchants. They will help the retailers by giving them business pointers and information, just as this Business Building Department is trying to do.

I know a lot of you ambitious chaps will be pleased to receive these free pamphlets and that you will sit you down, take pen in hand, and write a letter to The Chamber of Commerce of the United States, Washington, D. C., asking them to put you on the list.

And you will read them, and you will say "Migosh, some of their dope is the identical stuff that B. B. D. of the TOBACCO WORLD has been spilling out." And you will believe it, and follow it, and grow and grow and grow, and you will get rich and fat, and good-natured, and you will say, "Aw, its the easiest thing in the world to make money. All you've got to do is to get business knowledge and apply it."

I certainly would like to acquire the business of a certain cigar dealer in a certain town I have in mind. It is a large town, with plenty of life and monied people. He is situated on the main street and also handles the daily newspapers and a more or less line of candies.

He is a melancholy man with an unhappy look in both eyes, which was explained when he, in a moment of confidence, informed me that he was making a living, but a very poor one.

When I gave his store a careful once-over I was surprised that he was even making a poor living.

(Continued on Page 20)

JUMBO

was only two inches taller than other elephants; but those two inches made millions for Barnum.

Whether it's elephants, automobiles or cigar boxes, that little difference means everything in the making of sales.

Always our aim has been to produce cigar boxes a little farther away from the ordinary--a little closer to perfection.

With four plants admirably located for Eastern distribution, we are in a position to serve your every requirement.

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

ONLY WOMAN CONGRESSMAN FAVORS STANDARD PRICE LEGISLATION

Producers and distributors are prone to lose sight of the important fact that, after all, they are not the most important factors in trade. That position is occupied by the individual popularly known as the consumer. All the efforts of manufacturers, jobbers, wholesalers and retailers are due to the common desire to win the consumer's favor. And, in the last analysis, all the bills affecting business introduced into national and state legislatures depend for their success upon the attitude of her majesty the consumer.

The most encouraging development in the fight for standard price legislation—encouraging that is, from the standpoint of the advocates of this reform—is the announcement that the Honorable Mae E. Nolan, of California, the only woman representative in Congress has announced her championship of the standard price cause. News of Mrs. Nolan's position became public at the recent annual meeting of the American Fair Trade League, which organization is leading the movement for standard price legislation. Secretary-Treasurer Edmond A. Whittier reported that he received from Mrs. Nolan a statement not only announcing her stand but analyzing her reasons for taking this position. In a word, Mrs. Nolan favors standard prices on standard goods because they will help the consumer. She says:

> "I am in favor of the proposed legislation restoring to producers of branded, quality goods the right to establish standard retail prices on their products because I believe such a system helps and protects the consumer. . . .
>
> "The women of the country are thorough believers in standardized branded goods. Such goods are the yardsticks by which they measure unidentified merchandise. After long satisfactory use they have come to regard as standards of value in many lines articles whose names are household words in millions of homes. All this promotes stability and economy in production which is directly in the public interest.
>
> "I have in my possession a list of women's clubs which have passed resolutions officially endorsing standard price legislation. It includes 200 well-known organizations situated all over the United States and representing almost every state in the Union.
>
> "In the mind of the average woman definite prices and definite qualities are inseparable. When she is accustomed to using the same brand and finds that the price of this brand has suddenly shifted her first thought is that the quality has changed too. She loses faith.
>
> "When prices become unsettled quality must deteriorate. The producer, whether he be a grower of fine fruit or the maker of fine underwear, whose distributors indulge in cut-price competition in his product, and use his good will as advertising bait, must cut his quality to meet the demoralized market or go out of business. But when stable standard prices prevail the competition is wholly one of quality. The producer under such conditions must seek the consumer's favor through quality alone. His business can only come through giving better value at the standard price.
>
> "Legitimate price changes seldom come suddenly. They are due to fundamental changes in production and distribution. Sudden retail price reductions are almost invariably due to an effort to attract trade by selling standard articles sufficiently below the normal price to create a sensation. The merchant loses on the sale of these popular articles but he more than makes up on the loss on sales of unadvertised and unknown unbranded goods upon which the merchant can safely tack an exorbitant profit and which the consumer buys under the false impression that they are equal bargains. In the end the consumer loses.
>
> "Standardization is the consumer's greatest protection and standardization of quality is impossible without standardization of prices."

Four bills providing for the establishment of standard prices on trade-marked goods were introduced at the last session of Congress. None of these measures became a law. Their failure was not due to active opposition but to the unprecedented situation which prevented the passage of nearly all other important legislation except the essential appropriation bills.

The meeting received a telegram from Congressman Clyde Kelly, one of the authors of the Kelly-Stephens Bill, giving assurance that speedy hearings on standard price legislation would be obtained when Congress reassembles and congratulating the American Fair Trade League on its work in building up favorable sentiment.

WDC FEATURES CAMPAIGN PIPE

There is at least one feature of the recent news from political circles which the progressive pipe merchant can capitalize to his advantage. That is the popularity of the pipe smoked by General Charles G. Dawes.

William Demuth & Company, progressive pipe manufacturers, see in the fact that General Dawes' pipe is as famous as the man himself, an opportunity for added sales and profits for the pipe merchant. The editorial and news columns of the press throughout the country, have commented profusely upon the General's affection for his pet pipe. The newspapers and the movie news reels have pictured General Dawes frequently, and always with his pipe.

That this publicity has had an effect upon the American pipe smoker, is evident from the flood of inquiries received by William Demuth & Company, for the style of pipe smoked by General Dawes.

They have just placed on the market "The Campaign Pipe." It is sold in a carton of half dozen with an attractive and appropriately designed display card. "The Campaign Pipe" is made to retail at $1 each.

The bowl is made of genuine briar in two sections, one to hold tobacco and the other to provide a chamber at the bottom into which all saliva falls. The straight rubber stem leads out from the top of the bowl so that nothing but smoke is drawn into the mouth leaving the tobacco bowl always perfectly dry and clean. There are two draft holes in the bottom of the tobacco bowl, providing a free and ready draft, insuring a cool smoke at all times.

The publicity given to the pipe, its distinctive and practical construction which appeals to the discriminating pipe lover, the attractive counter and window display provided for "The WDC Campaign Pipe," all combine to make this what we believe will be one of the fastest selling pipes offered to the trade in recent years.

Putting Cigars in their Right Place

THE demand for Good Cigars will continue to increase as Standards of Excellence continue to be maintained.

Even after the best of everything has been done in manufacturing, the effort will be as good as wasted unless the same care is given to the packing.

Keep on the safe side absolutely, by using SPANISH CEDAR BOXES—

Beyond any question,

The Best Containers

For Good Cigars

After all nothing satisfies like a good cigar

TO ADVERTISE THE TOBACCO INDUSTRY

"Advertise the Tobacco Industry" is the keynote of the many discussions being held at the headquarters of the Allied Tobacco Industries Exhibitors Association at their Hotel McAlpin headquarters of the tobacco industries exposition to be held at the Grand Central Palace, New York City, national tobacco week, January 19 to 24.

Considerable controversy and discussion has prevailed in practically all branches of the tobacco industry relative to a huge national advertising fund contributed by the entire industry and the Allied Exhibitors Association call attention to the fact that the coming tobacco industries exposition provides an unusually valuable foundation for a campaign of this character particularly centered in national tobacco week with the exposition the hub from which this advertising should rotate.

The tobacco industries expositions already held have conclusively proven themselves veritable foundations for editorial and news publicity worth hundreds of thousands of dollars to the industry in general, say the directors of the Allied Tobacco Exhibitors Association.

An exposition provides a news angle for the newspapers and permits of opportunities for them to mention the industry and its varied direct and allied products that they could not do without some news basis to carry the stories.

Supplementary to the agitation for a tobacco advertising fund it has been suggested that each exhibitor in the exposition permit themselves to be assessed a certain sum based on the cost of their space, the sum not to exceed 10 per cent. of the amount of their exposition contract.

The money thus realized to be devoted to general advertising reaching the public and consumers with a plan of advertising that will benefit both the exposition while open and the tobacco industry in general, in the latter field the result will be of longer and more lasting effects.

This idea or suggestion has already met with favorable response, continues the statement of the Allied Exhibitors Association and it has now reached a point where it is suggested that in addition to exhibiting in the exposition those individuals, firms and associations interested in the progress and advance of the tobacco industry in general should contribute to a special advertising fund to be utilized in conjunction with the tobacco industries exposition publicity campaign, particularly while the exposition is open during national tobacco week.

To many of the leading concerns in the industry this does not call for an addition to their annual appropriation but the arrangement of a schedule for the expenditure of additional money during national tobacco week in conjunction with the tobacco industries exposition exhibitors.

The consensus of opinion in the Allied Tobacco Exhibitors Association is that the tobacco industries exposition in January and national tobacco week being exploited in conjunction with it, provide the one great opportunity for co-operative action in the advertising of the tobacco industry to the general public by exposition exhibits and trade and newspaper advertisements along the lines so long advocated by many of the leaders but which has not yet been brought to a head for want of a rallying point or foundation.

Favorable editorial comment has already been made in trade papers and the Allied Tobacco Exhibitors Association will provide their Publicity Committee for active co-operation with all interests who appreciate that the exposition provides an opportunity for this advertising campaign.

ENGLISH "FAGS" FOR THE INDIANS

Imports of cigarettes through the Port of Bombay for the fiscal year ended March 31, 1924, were valued at $1,276,560, of which Great Britain furnished $1,196,158 and the United States $29,704, says Consul Keblinger in a report to the Department of Commerce. These cigarettes are mostly of British manufacture and known to the trade as "Virginia cigarettes," although a small quantity made of Turkish tobacco is also imported.

During and immediately following the war, American cigarettes were smoked in this district because of the scarcity of English cigarettes, but when the English article became abundant the American cigarettes practically disappeared from the market. The reason for this abandonment of the American cigarette was not because of the superior quality of the English make or its cheapness in price, but was almost entirely due to the failure on the part of American manufacturers to pack their product in a manner suitable for a tropical climate and in accordance with the wishes of the trade of the country.

Since practically all of the tobacco used in the manufacture of English cigarettes of the Virginia type is produced in the United States, it is reasonable to suppose that American manufacturers could produce a similar cigarette as cheaply as the British manufacturer.

The British manufacturer usually packs his cigarettes in tins of 50 and 100. These tins are sealed in a vacuum which is provided with an easy contrivance for opening. The American cigarettes now supplied are similarly packed in tins, but have not been sealed in a vacuum, and dealers claim that the quality of the cigarettes quickly deteriorates.

Cigarettes are probably advertised to a larger extent than almost any other article on the Indian market, and the recovery of the trade by British manufacturers can largely be attributed to the extensiveness of their advertising. It is believes that a good business could be developed for any American manufacturer who is willing to compete in price and quality with the cigarettes now being sold.

For the fiscal year ended March 31, 1924, $112,943 of pipe tobacco was imported through the Port of Bombay, of which Great Britain furnished $103,687 while the United States supplied $2434.

American manufacturers have never figured largely in the pipe tobacco trade of this district mainly because they have never met the packing requirements of the country.

RICE LEAVES AMERICAN

N. J. Rice, who has for a number of years been the manager of the Little Cigar Department of the American Cigar Company, has resigned from that position, and, although no announcement has been made as to his future plans, it is expected he will make an important connection in the cigar industry in the near future.

UPTEGROVE INCREASES CAPITAL

The capital of the Uptegrove Cigar Box Lumber Company, has been increased from $35,000 to $500,000.

Meet The Man Who Handles Manilas

Constantly throughout the country now there is inquiry for the better cigars from the Philippines.

Smokers are becoming more appreciative of Manilas.

They can see the quality.
They realize how great the value is.

All long filler, strictly hand made by the Spanish method, Manilas challenge comparison with more expensive cigars from other places. Mild, free burning, piquant, Isabela tobacco appeals to men who know. Filipino makers excel in workmanship. Manila cigar factories are as fine, clean and sanitary as any in the world.

Manila popularity is not confined to Class A.

Live dealers find it profitable to feature dependable brands in various sizes.

Placing Manilas in the show case puts money in the retailer's pocket.

Build Business On Standard Brands

List of Manila factories on application.

Names of importers cheerfully given.
Further information supplied on request.

Manila Ad. Agency,
(C. A. Bond, Mgr.)
15 William St.,
New York City

"There's *something* about them you'll like"

Tareytons are working overtime for dealers everywhere. Their sales are growing—*growing*—GROWING! To stock them is to enjoy the prestige of a quality brand, and the profits from a popular one.

TWENTY FOR A QUARTER

Herbert Tareyton CIGARETTES

EGYPT SMOKING VIRGINIA TOBACCO

Turn of Native Taste from Turkish Cigarettes to American Credited to the War.

Sending cigarettes to Egypt sounds like the proverbial sending of coals to Newcastle, but it is being done, says Trade Commissioner R. A. May in a report to the Department of Commerce.

The native Egyptian has always been a large consumer of tobacco but his tastes until recently have been almost exclusively confined to Turkish and other nearby tobaccos. In 1913 less than 79,000 pounds of manufactured tobacco, excepting cigars, were imported, valued at 13,000 Turkish pounds ($65,159). During and subsequent to the war large quantities of cigarettes manufactured from Virginia tobacco were imported into Egypt for consumption by the British military forces stationed in the country. For instance, in 1920 and 1921 more than 660,000 pounds of cigarettes were shipped to Egypt, almost entirely from England. However, there followed a considerable slump when only a little over 244,000 pounds were entered in 1922 after the British war forces left.

That the native Egyptian is smoking more and more Virginia tobacco is indicated by the fact that the 1923 imports increased 45 per cent. over the previous years, and since all of these cigarettes were shipped from the United Kingdom, it is very probable that they were manufactured from Virginia tobacco.

The most popular brands are being extensively advertised along with locally manufactured cigarettes. Bill posters and store window displays in both English and Arabic are commonly used, while some of the larger cigarette importers have established regular automobile delivery systems whereby large quantities of cigarettes are delivered from Alexandria to the smaller interior native cities.

Virginia tobacco not only appeals to the taste but the price is within easy reach of the natives, which is a very essential factor since the profits of the retailer have been cut from 25 per cent. to 2 per cent. Imports of American-made cigarettes increased from thirteen pounds in 1922 to 352 pounds in 1923, and it is believed that the Egyptian market should furnish an attractive opening for further increased imports of American-manufactured cigarettes, especially those of low prices.

Egypt has no preferential tariff, hence American cigarettes will meet British-made cigarettes on an equality basis.

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

Detroit News

(*Continued from Page 10*)

C. Cody McDonnell, of the Consolidated Cigar Corporation, and the official booster of "Dutch Master" cigars, has been in our midst for the past two weeks working with the sales force of Marcero, Bump & Howell Company, local distributors of the Consolidated brands.

The annual picnic of the employees of the Mazer-Cressman Cigar Company was held at Belle Isle on Saturday, August 16th. Salesmen and office employees from the Chicago and Toledo branches of the Peninsular Cigar Company also attended with their families. Various games and races were arranged by the committee for the ladies and children. The baseball game between the office force and salesmen was the big attraction of the day. Prizes were presented to the winners of the different events. Music was furnished by the Garvett Serenaders and Lindy's quartet. The famous song of "What Makes Water in the Watermelon" was rendered by Monsieur Barris. A large crowd was present when Major Wixon made the journey to Bagdad by way of Lyons, over the stone bridge to see Count McVey about Lurie's Katz around Linderbury, Eat-on on the Barris of Finkville. The watermelon festival concluded the program of the day and a swell time was had by all.

"Doc" Watkins, of the Watkins Cigar Stores Company, was seen last week hobbling around with a cane. "Doc" explains the injury as a fall over a fence at his cottage on Union Lake, but the others say, Oh, well, "Doc" looks pretty sporty with a cane and new monogrammed cigarette holder.

Samuel Gilbert, president, and Samuel Gates, vice-president of the Webster Cigar Company, were recent visitors to New York City.

Miss Elsie Wenslow, buyer of the cigar department of J. P. Lieberman & Company, has returned from her vacation which was spent on the family farm near Howell, Mich. Several of Miss Elsie's chums were her guests during the sojourn, and they are singing the praises of farm life with the beautiful cows and chickens.

J. Eugene Beck, of R. A. Bachia & Company, manufacturers of "Flor De Bachia" cigars, was on the list of visitors here last week. Eugene reports the sale on his brand as being very good in all sections of his territory.

L. F. Weiss, of the Martinez Havana Company, New York City, N. Y., manufacturers of "Luis Martinez" cigars, worked the trade here last week.

Charles Lamb has accepted a position with Howes-Shoemaker Company and is covering the downtown section of the city. The Howes-Shoemaker Company are the local distributors of "Popper's Ace," "Girard," "Bankable" and "Popper's Eight Center."

Jim Williams, of A. Amo & Company, Tampa, Fla., was in town for a few days last week looking over trade conditions. Jim is spending the summer at his cottage on the Flats, where he is enjoying the fishing and swimming which this section of Michigan is noted for.

William J. Cross has accepted a position with the Charles F. Becker Company, Detroit distributors of "Webster," "Robt. Emmet," "R-B," "Blackstone" and "Cuesta Rey" cigars.

Dick Tobin, of the Continental Tobacco Company, is meeting with great success on the distribution and sale of the Continental products in Michigan. The "Dunhill" cigarette is proving to be very popular with the Detroit smokers. "Barking Dog" cigarettes are enjoying a very steady sale and his various brands of smoking tobaccos are reported to be in a very healthy condition. Dick has many attractive window displays throughout the city on his many different brands.

I. Klingenstein, of the Klingenstein Company, Los Angeles, distributors for "Webster" cigars, called on the factory here last week. Mr. Klingenstein reported the sale on "Webster" cigars as increasing rapidly in all sections of their territory.

Here's a new one for home brew. It sounds good if a fellow has the nerve. The following recipe was found in the pockets of a fellow arrested by the officials: "Chase wild bullfrogs three miles and gather up the hops. To them add ten gallons of tan bark, half pint of shellac and one bar of home-made soap. Boil thirty-six hours and strain through an I. W. W. sock to keep it from working. Add one grasshopper to each pint to give it a kick. Pour a little into the kitchen sink and if the enamel comes off it is ready for bottling."

Window displays this week, *viz.:* "Dutch Master" (Marcero, Bump & Howell Company), "El Producto" (G. H. P. Cigar Company branch), "Webster" (Chas. F. Becker Company), "El Javana" (Peninsular Cigar Company), "La Palina" (Lee & Cady, Inc.), "Robt. Emmet" (Chas. F. Becker Company), "Chancellor" (John T. Woodhouse & Company), "Robt. Burns" (General Cigar Company), "Humo & Dime Bank" (Peninsular Cigar Company), "Popper's Ace" (Howes-Shoemaker Company).

Very truly yours,

Mike of Detroit

"LIVE NEWS FROM THE PHILIPPINES"

President Quezon Assures Protection on American Capital

American capitalists in the Philippines will not need protection of the American flag after independence has been granted the islands, but will be treated squarely, even generously.

Helping the Small Farmers

The Philippine National Bank has reserved funds for loans to small farmers. This will give the latter sufficient capital and means on which to lean while waiting for their produce.

Compilation of Various Internal Revenue Laws Enforced

Several laws affecting internal revenues of the islands have been compiled by the Bureau of Internal Revenue. Parties desirous to secure copies should communicate to the Collector of Internal Revenue, Manila, P. I., at fifty cents a copy.

Tobacco Co-operative Market

The bureaus of commerce and industry, agriculture and internal revenue have perfected plans for the organization of six co-operative marketing associations among the tobacco growers of the Cagayan Valley. This movement will pave the way for better cultivation as the planters will realize that they would then get the right share and price of the produce.

CHARLES THOMSON

"The Money's Worth Cigar"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1924 requirements.

WE SPECIALIZE IN BOITE NATURE BOXES
First Class Cigar Boxes Guaranteed

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

Business Building

(Continued from page 12)

There was a heterogeneous collection of cigars and cheap-looking candy, the newspapers were scattered about in irremediable confusion and the Little God of Disorder sat on his throne and laughed in glee at the confusion he surveyed.

How any one would enter to purchase candy or cigars in such a place was a mystery to me.

I went from there, filled with wonder—wonder whether any reader of these pages is such a bum business man that he keeps such a disgraceful looking store as this? I hope me there is not. For I desire to cherish the happy belief that every reader of these pages has read carefully enough to realize that he is committing a sin against himself, unless he has realized the absolute necessity of keeping his store spic, span and attractive.

What, think you, is one of the remarkable changes in the business world? I will tell you. It is the evolution of the retailer from a storekeeper to a merchant.

"He has educated himself to grapple with the science of merchandising which has caused this."

This is a practical subject. It is of personal interest to you. You well know that if you don't keep up with the business procession you will fall behind and all sorts of unpleasant things will happen.

Which would be sad.

The above thoughts come from a high business authority, and are not merely the ideas of your humble, but earnest, business writer.

He says that "industry, integrity, intelligence, knowledge of human nature, of buying, of selling, of business methods, are the essentials of the progressive retailer of today."

Same old stuff, you see, as I have been spilling out, for lo these many days. Get knowledge, ses I, and I keep saying it a million times a million, and then a million more.

And some of you boys have heeded my words. You have put spectacles on your mental eyes, and have hunted through hundreds of tons of straw for little grains of technical knowledge. And when you found 'em you used 'em, b'gee, and business with you has improved and is satisfactory, thank you.

All of which encourages me to continue, ringing my bell, and repeating, "get knowledge and make money." Ain't it?

LIVE NEWS FROM THE PHILIPPINES

Investment Opportunities in the Philippines

Approximately 40,000,000 hectares of commercial forests, located in Mindoro, Samar, Agusan, Surigao, Apayao and Cagayan in Northern Luzon still await extensive exploitation, according to the Bureau of Forestry.

Twenty-five Radio Stations Planned for the Islands

More than twenty-five radio stations will be established in different parts of the islands at the request of the authorities and as planned by the Bureau of Posts as soon as funds are available.

AN INTERESTING BOOKLET FOR MANUFACTURER

The Milwaukee *Journal* has just issued a thirty-six page printed volume on the cigar, cigarette and tobacco situation in Milwaukee. This is the 1924 consumer survey showing the number of brands on the Milwaukee market and the popularity of each brand.

Questionnaires containing more than a dozen inquiries on the tobacco products subject were mailed out early this year to 10,000 men in Milwaukee. Five names were taken at random from each page of the city directory. Three thousand questionnaires were returned and information contained in the 1924 analysis was taken from these replies. This is the third year that the *Journal's* merchandising and research department has gone direct to the consumer for trade information. To supplement this data a dealer survey was also made.

The facts and figures section of the survey shows a total consumption of 65,915,782 cigars at the rate of 9.43 cigars each week by each cigar smoker. Cigarette figures show a total consumption of 18,803,093 packages at the rate of 190 packages per year per smoker. Milwaukee men, 13,136 of them, who roll their own cigarettes use 1,509,589 packages a year, an average of 2.21 packages a week. Smoking tobacco had a volume of 9,586,428 packages last year with an average of 1.89 packages per week for each person.

There are 2 per cent. more Milwaukee men, eighteen years and over smoking package cigarettes and also rolling their own than there were in 1922, as shown in the survey of January 15, 1923. This leaves, among the Greater Milwaukee men, eighteen years and over who already smoke cigarettes, a potential field of 4336 who now smoke those cigarettes which they roll, exclusively in addition to a semi-potential 8806 who do roll their own but also smoke package cigarettes.

There are two more brands of cigarettes used in Milwaukee than there were last year, bringing this year's list up to twenty-eight. In addition there are fifty-eight other brands having a total of less than fifty regular smokers as purchasers.

Practically all the gain, in the number of Greater Milwaukee men, eighteen years and over smoking cigarettes, has been in the "roll your own" division.

A review of the advertising used in Milwaukee during 1923 in a way shows the why. Only one brand of cigarette was more heavily advertised than "Bull Durham" tobacco, and that brand showed substantial gains.

Pipe smokers, among Milwaukee men have increased over 13,000 representing 3 per cent. of all those who smoke, and 4 per cent. of the total men, eighteen years and over in Greater Milwaukee.

There still is a big field, however, for the manufacture of smoking tobacco. In the 1923 analysis compiled on January 14, 1923, for the year 1922, it was shown that of the total who used smoking tobacco only 3.61 per cent. smoked a pipe exclusively, 46.84 per cent. smoked a pipe and cigars; 6.32 per cent. pipes and cigarettes and 43.23 per cent. pipes, cigars and cigarettes.

Six per cent. of the men using smoking tobacco, buy it regardless of brand name. During 1922 as shown in the January 15, 1923, survey this percentage was 1.4 per cent.

After all nothing satisfies like a good cigar

News from Congress

(Continued from Page 11)

The Department of Agriculture, Interstate Commerce Commission, Post Office Department, American Railway Express and a number of national organizations will co-operate with the Department of Commerce in this survey, the results of which, it is stated, will benefit both the public and all factors of industry.

Millions Can be Saved by Standardization

American industry can save millions of dollars a year which are now wasted, by the adoption of standards of practice and production, it is declared in a report of the division of simplified practice of the Department of Commerce, just submitted to Secretary Hoover. The division was established by Secretary Hoover three years ago to co-operate with industry in checking the tremendous drain upon the nation due to waste.

Nearly every industry has some loss by waste, it is declared by officials of the division, ranging from a few thousand dollars a year in some of the more highly specialized lines to as much as $250,000,000 in the lumber industry. A large number of industries have in the past three years adopted standards of sizes and types worked out in co-operation with the division. That these standards will save great sums of money, not only to the manufacturers but to users of the standardized products who, in the past, have been put to considerable expense and delay in making replacements of odd-sized parts, is indicated by the fact that in one industry alone—brass lavatory and sink traps—the number of varieties is to be reduced from 1114 to 72.

Standardization is sought not only for goods produced but for containers as well, it being pointed out that the use of unsuitable containers and unnecessary sizes does much to increase the transportation bill of the country. The number of package sizes for woven wire fencing, for instance, has been cut from 2072 to 139, and the latter number will care for every need of users of the product.

Total Exports for Fiscal Year 1924 Total Over Four Billion Dollars

Exports during the fiscal year 1924, which ended June 30 last, reached a total of $4,311,625,797, according to figures just compiled by the Department of Commerce, the largest total since the fiscal year 1921, when they amounted to $6,500,000,000. This was approximately $355,000,000 greater than the exports in 1923, and nearby double those of 1914, which aggregated $2,365,000,000.

Imports during the fiscal year totaled $3,557,147,532, as compared with $1,900,000,000 in 1914. This total was $223,000,000 less than in 1923, but nearly a billion dollars greater than in 1922.

The balance of trade in favor of the United States for the fiscal year was $754,478,265, as compared with $175,774,408 last year.

The greatest exports for any one month during the year were in December, when they amounted to $426,600,000, the lowest, $302,000,000 being in July, 1923. Our heaviest imports were $324,000,000 in March, and our lowest, $253,600,000, last September.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CORSAIR:—43,860. For cigars. July 22, 1924. American Litho. Co., New York, N. Y.

THE ELECTION PIPE:—43,862. For smoking pipes. July 23, 1924. Kaufmann Bros. & Bondy, New York, N. Y.

MIDWEST ATHLETIC CLUB:—43,863. For cigars. July 25, 1924. Wm. D. Algee & Co., Chicago, Ill.

ABE'S SPECIAL:—43,864. For stogies only. June 2, 1924. V. H. Jackson & Co., Cincinnati, Ohio.

VEGA ISABELA:—43,866. For leaf tobacco. July 26, 1924. C. H. Hilbert & Co., Inc., New York, N. Y.

AHEPA:—43,867. For cigars. July 30, 1924. Enola Cigar Co., Milwaukee, Wis.

TAMP GRAND:—43,868. For cigars. July 30, 1924. B. Midulla Co., New York, N. Y.

THE CAPITOL PIPE:—43,870. For smoking pipes. August 2, 1924. Kaufmann Bros. & Bondy, New York, N. Y.

MILD STRAIGHTS:—43,873. For all tobacco products. August 2, 1924. Independent Cigar Co., Quincy, Fla.

JOSEPH CONRAD:—43,874. For all tobacco products. August 15, 1924. American Litho. Co., New York, N. Y.

GEORGE F. BAKER:—43,875. For cigars. August 4, 1924. C. B. Henschel Mfg. Co., Milwaukee, Wis.

TEA POT DOME CROOKS:—43,878. For all tobacco products. August 7, 1924. Kohler-Snyder Co., Yoe, Pa.

MILD YORK COUNTY:—43,879. For all tobacco products. November 7, 1923. Kohler-Snyder Co., Yoe, Pa.

EL DORA MORA:—43,881. For cigars, cigarettes and tobacco. July 30, 1924. Samuel Lerner, Brooklyn, N. Y.

DUTCH ART:—43,882. For cigars. August 4, 1924. C. B. Henschel Mfg. Co., Milwaukee, Wis.

THE RODEO PIPE:—43,883. For smoking pipes. August 11, 1924. Kaufmann Bros. & Bondy, New York, N. Y.

TRANSFERS

MAYONA:—25,820 (Trade-Mark Record). For cigars. Registered December 5, 1901, by O. L. Schwenke, New York City. Through mesne transfers acquired by V. Karczewski, Chicago, Ill., July 23, 1924.

KING PHILIP:—23,642 (Tobacco World). For cigars, cheroots and cigarettes. Registered December 29, 1911, by Moehle Litho. Co., Brooklyn, N. Y. Through mesne transfers acquired by Harry Weissman, Chicago, Ill., and re-transferred to Leo. J. Wilk and Max Udelowish, doing business as Wilk & Udelowish, Chicago, Ill., August 1, 1924.

NAVY RIBBON:—37,032 (United Registration Bureau). For cigars, cigarettes and tobacco. Registered November 9, 1911, by George Schlegel, New York, N. Y. Transferred to M. H. Sevis & Son, Springvale, Pa., August 7, 1924.

ARMAS DEL MUNDO:—39,702 (Tobacco Merchants Association). For cigars, cigarettes, cheroots and tobacco. Registered April 13, 1916, by the American Litho. Co., New York, N. Y. Through mesne transfers acquired by George T. Frawley, Los Angeles, Cal., and re-transferred to Ambassador Importation Co., Los Angeles, Cal., August 4, 1924.

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

GOLDEN BLEND:—39,737 (Tobacco Merchants Association). For cigars, cigarettes, cheroots and tobacco. Registered May 10, 1915, by the American Litho. Co., New York, N. Y. Transferred to Bowring & Co., New York, N. Y., February 29, 1921, and re-transferred to the American Tobacco Co., New York, N. Y., July 31, 1924.

WDC MAKES UNUSUAL RECORD

The baseball team representing William Demuth & Company, the world's largest manufacturers of fine smoking pipes, continues to play a sterling brand of baseball, having won eleven consecutive victories. They are leading the Y. M. C. A. Industrial League in Queens County having won all of their league games to date.

All the young men playing on the team are real pipemakers, the greater number of them having actually grown up with the concern. It is a 100 per cent. shop team.

The pitching of Charlie Halahuber has completely baffled his opponents. He is pitching shut-out ball and has allowed an average of only three hits in all the games that he has worked.

The team as a whole is fielding first-class and as for batting, each one can be called a slugger, which is proved by the fact that in eleven games they have scored more than two hundred runs to their opponents fifteen.

DELAY IN PUBLISHING JUNE FIGURES OF WITHDRAWALS FOR CONSUMPTION

As a result of the numerous inquiries for our regular monthly statement giving the withdrawal figures for the month of June, we are prompted to issue this statement advising our members that the delay in furnishing the *June Figures of Withdrawals for Consumption* is due to the fact that these figures have not as yet been published by the Revenue Department.

This is due to the established policy of the Revenue Department to withhold the June figures pending the issuance of the preliminary report for the complete fiscal year ending June 30th.

Thus, every year there is a delay of about a month or so in securing the June figures, hence the delay this year is not unusual.

Needless to say that we are making every effort to secure the figures as speedily as possible and that as soon as same are available our usual statement will be issued with all due promptness and dispatch.

TOBACCO MERCHANTS ASSOCIATION OF THE U. S.

GENERAL ENDORSES TOBACCO SHOW

We are very glad to announce that the General Cigar Company have agreed to take space in the Tobacco Show.

This makes another headliner for the Exposition, and emphasizes the fact that at last the Tobacco Show idea is meeting with approval within all sections of the tobacco industry.

TOBACCO SHOW EXHIBITORS' ASS'N.

After all nothing satisfies like a good cigar

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH - VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO.

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SEPTEMBER 1, 1924

VOLUME 44 No. 17

THE TOBACCO WORLD

Have you noticed the astonishing number of golfers who are turning to cigar-smoking for solid enjoyment?

WHEREVER well-bred men gather you'll notice a generous proportion smoking this *thoroughbred* of reasonably priced cigars. Only *truly remarkable* Quality can account for the nation-wide popularity of Robt Burns.

Robt Burns

FULL Havana Filler

A General Cigar Co National Brand

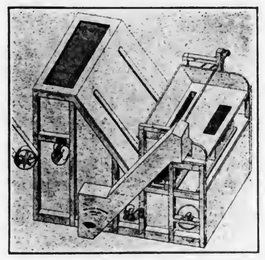
THREE popular sizes; all of equally High Quality

PANATELA	INVINCIBLE	PERFECTO
10c straight	*foil-wrapped* 15c straight	2 for 25c

Actual size of the *foil-wrapped* INVINCIBLE 15c; pocket fitting pack of 5 for 75c.

After all nothing satisfies like a good cigar

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Sign at Atlantic City. 30 ft. High, 250 ft. Long. Where Everybody must see it.

GUARD YOURSELF FROM FUZZ OR MOULD TROUBLES— PACK IN WOODEN BOXES

Sometimes man can improve on nature, sometimes he can't. One of these instances when nature can't be improved upon is in perfecting a container material for packing Cigars.

Nothing can take the place of wood. Wood alone has the exactly proper degree of porosity to allow the cigars to "breathe", to give up excess moisture in periods of humidity such as we experience every summer.

When the retailer opens a "wooden box" of cigars he finds them in as good a condition as when they left your factory.

Pack your cigars in Wooden Boxes, protect them against mould and fuzz and protect your reputation with your dealers and smokers.

After all nothing satisfies like a good cigar

The Best Cigars are Packed in Wooden Boxes

MELACHRINO cigarettes are made from the choicest and most carefully selected Turkish tobaccos grown, and because of their superb and unchanging quality, they have had no rival for forty-three years.

ORIGINAL

MELACHRINO

"The One Cigarette Sold the World Over"

SHEIP & VANDEGRIFT

INCORPORATED

NELSON M. VANDEGRIFT, President

CIGAR BOXES

QUALITY AND SERVICE

812-832 N. Lawrence St. Philadelphia, Pa.

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

UNION LEADER
REDI CUT
TOBACCO

BIGGEST AND BEST TOBACCO VALUE

THE 10¢ TIN

With your full retail dealer's profit

MAPACUBA

"BETTER SMOKING"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

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The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 836 North Twentieth Street, Philadelphia, Pa.

MAN THOROUGHLY EXPERIENCED ON AUTOMATIC AND Suction Machinery desires position as foreman. Willing to move from Philadelphia. Reply to Box No. 475, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 41 SEPTEMBER 1, 1924 No. 17

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY

Fragrant aroma and delightful taste are difficult to retain, even in the finest tobaccos. We know only one way ~ toasting, a costly extra process, but worth it ~ the flavor wins.

LUCKY STRIKE

"IT'S TOASTED"

Guaranteed by
The American Tobacco Co.

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

LA PALINA
CIGAR
IT'S JAVA WRAPPED

Volume 44

THE TOBACCO WORLD

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Number 17

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EDITORIAL COMMENT

PROCEEDING on the hypothesis that cigar manufacturers never deviate from the path of truth, we are delighted to receive their reports of the past few weeks, indicatng that the cigar business has received a considerable impetus.

The Government figures may indicate that the production has not been all that might be expected from such glowing statements as we have heard, but in any event there can be no question but what the nationally advertised brands are showing progress. This increased production may be at the expense of brands not so well known. However, the Government reports may (as the stock and bond brokers say), "if, and when, issued," give us real facts.

The matter of big values in cigars seems to maintain an important position in cigar production figures. Such firms are keeping their employment figures up to a definite standard and this in itself indicates the strong support of the consumer.

On the other hand we hear many criticisms of the lack of small sizes priced at the pre-war denomination which used to be, according to statistics, about 60 per cent. of the annual production.

In any event it is a matter of congratulation to know that the cigar business seems to be on the upward trend with the great majority of large-selling brands.

There is a noticeable concentration of production which seems absolutely necessary in order to meet the higher production costs which have been a source of worriment to every manufacturer this year.

Retailers seem encouraged with an increased demand not only in the box trade but in the counter sales as well. It is no doubt an advance sign of better business in all lines of industry.

As was pertinently stated by a large retailer only the other day, "The smoker today is getting the greatest values ever offered in cigars, considering present conditions."

It is up to the "live" retailer to capitalize this fact and profit thereby.

OF ALL the theories advanced regarding the lethargy of the cigar business, a manufacturer brought one to our attention last week that has a high degree of merit in our opinion. Unfortunately, a logical solution of the particular problem does not seem probable immediately.

This manufacturer states that the price-cutting of popular and nationally known brands by chain stores, drug stores and junk shops has materially affected not only brand distribution, but has reduced the possibilities of increasing the popularity of the cigar.

His argument is that many retailers refuse to handle brands which have come under the price-cutter's axe, particularly if the price-cutter is in the same locality as his store. The dealer falls back on brands not so well known and loses trade. Like the cigar manufacturers who are unable to meet competition, the retailer withdraws from the cigar business, thus reducing the number of places displaying and selling cigars.

There is no doubt that the popularity of the cigar has been due in a great measure to the fact that one could be purchased almost anywhere. As it becomes less convenient for the smoker to buy a cigar at the time when he feels the desire to smoke, he smokes fewer cigars. Multiply this by thousands and thousands throughout the United States, and it is easy to see why cigar smoking is not making rapid strides.

There certainly must be a legitimate method to either stop this price-cutting or to keep the brands out of the hands of such unscrupulous dealers. In our mind the solution is in the hands of the cigar manufacturers, and when that ideal state is reached where the cigar manufacturers can sit down, together with a feeling of implicit confidence in each other, the problem will be at an end.

LATEST ADDITIONS TO TOBACCO SHOW EXHIBITORS

Liggett & Myers.
American Cigar Co.
Hanburger Bros.
Otto Eisenlohr & Bros.
United States Tobacco Journal.
Harry Prochaska.

DETROIT

Detroit to Have Another Large Downtown Hotel—Webster Cigar Co. Running to Capacity—J. B. Thatcher on Western Trip—Mazer-Cressman Products Enjoy Big Sale—Many Out-of-Town Visitors

Detroit, Mich., August 24, 1924.

A BUSINESS boom is seen ahead for Detroit. The construction industry has played an important part in the city's business, and millions of dollars have been expended upon all types of construction in Detroit and throughout Michigan during the last year, and the volume still continues to grow. Building at this time has many advantages, prices for almost all material has been reduced during the last twelve months. Labor is plentiful and efficient, and great prosperity is predicted for all lines.

Detroit within the next year will have another huge downtown hotel, according to the report of H. William Klare, manager of the Statler Hotel. It is stated that construction of the new Statler Hotel, Woodward Avenue and High Street, is assured, under E. M. Statler's present plans. The new Statler, it is understood, will be twenty stories high and will be one of the most elaborate and complete hotel structures in the world.

I dropped in at the Webster Cigar Company's plant on Grandy Avenue, the other day, to say "Howdy" to Mr. Samuel Gilbert, president of the Webster Cigar Company, and the Otto Eisenlohr, Incorporated. Mr. Gilbert had just arrived from Philadelphia, and I found him very busy with his morning mail and the many details that require his attention. Mr. Gilbert looked the picture of health, and said he was in the pink of condition. When I remarked that he was looking younger than usual, he informed me that it was hard work that kept him young. It makes no difference how busy he may be or the amount of work ahead of him, Mr. Gilbert always has a few minutes for the trade paper representatives and the many salesmen who call on him daily. Mr. Gilbert states the business on "Webster" cigars to be better than ever, and that he is very optimistic regarding the future of his brand. His plants are running to full capacity on production, with humidors empty. Mr. Gilbert states he will have some very important announcements to make to the trade within the near future.

Members of the Traffic Club of Detroit will have their third annual barbecue and outing, on Saturday, September 6, at the Detroit Creamery Farm, on Gratiot Avenue near Mt. Clemens. Herman Lieberman, of the Central Cigar Company, chairman of the entertainment committee, predicts the barbecue outing this year will be bigger and better than ever before, and the finest eats. Beef, tender and juicy, hot right off the burning coals, green corn, a yard long and plenty of butter, red ripe tomatoes, cabbage and potatoes, watermelons, coffee and ice cream in abundance. There will be plenty of amusement including a fine band concert.

H. B. Vaughan, of Rosenthal Brothers, manufacturers of the famous "R. B." cigars, has been with us for the past few weeks boosting the sale of the "R. B." cigar, working with the sales staff of Charles F. Becker, local distributor of the Rosenthal product.

William McDonald, western representative for M. F. Minden Company, Incorporated, worked the trade here last week. William reports the sale on "Bouquet de Paris" cigars to be very good in the Motor City and the brand enjoys a good distribution in the best stores.

George Becker, the clear Havana expert of Grosvenor Nicholas & Company, New York, N. Y., has been with us for a few days looking over trade conditions. The Dynamic City is like home to George and the trade is always glad to see him. His wonderful personality and fine line of imported cigars combined with his wonderful salesmanship, carries him over the road in wonderful shape. During his stay here he booked many nice orders for early fall shipments.

President John B. Thatcher, of the American Box Supply Company, left last week for Chicago and the Northwest. President Thatcher will be away for several months, calling on the trade. His trip will take him as far as the Pacific Coast.

Frank D. Patton, western representative for Gonzalez & Sanchez, Jacksonville, Fla., called on the trade here last week. Frank reports his brand as being in a very healthy condition in the various sections of his territory.

Herb V. Mesick, Middle West representative of Cuesta, Rey & Co., Tampa, Fla., was with us for a few days last week looking over conditions regarding his brand in our city. The Charles F. Becker Company are the local distributors for the Cuesta, Rey & Co. products, which enjoy a very fine sale here.

Vice-President Tom Monroe, of the Speitz Cigar Company, is on an extended trip through the State in the interest of "Robert Emmet" cigars. Tom reports his brand as showing real speed in all sections of the State. The "Robert Emmet" cigar needs no intro-

(Continued on Page 16)

PHILADELPHIA.

September 1, 1924.

IN a previous article in the TOBACCO WORLD, on the subject of merchandising methods, the writer advocated greater co-operation between the jobber and manufacturer, and with present business conditions, and prices of raw materials advancing instead of declining, and increased general manufacturing costs, it becomes imperative that the manufacturers and jobbers come to a thorough understanding and that they devise means for the practice of every economy practicable.

The consumer is always clamoring for cigars of better quality for the same price, and the manufacturer and jobber have been working on an insufficient margin of profit in their endeavor to meet this demand.

To afford the manufacturer and jobber greater profits, and put their profits on a legitimate basis, they will be obliged to realize that with the present merchandising methods there are too many leakages and expenses that must be eliminated.

This is clearly demonstrated by the fact that the ordinary jobber figures his overhead at about fifteen to eighteen per cent., and his discount from the manufacturer varies from twelve to fourteen per cent., and also from the fact that numbers or manufacturers have been forced to discontinue manufacturing from lack of profits, principally.

In making a connection with a jobber, for distribution of his product, the manufacturer should make it a practice to present these facts to the jobber in such a manner that the jobber will realize that it is for his benefit as well as the manufacturer's, that such economies be adopted.

The writer, in talking recently on this subject, with some of the leading manufacturers and jobbers, in different sections of the East and Middle West, find they thoroughly agree that the expense attached to the missionary work being done by a great many manufacturers should be eliminated. The sales managers of the jobbing houses should inculcate in the minds of their salesmen the proper enthusiasm and present sales talks pertaining to the various lines they handle, so that their salesmen would exercise genuine sales efforts, which would be reflected in the increased amount of business secured.

Many large manufacturing concerns of various lines, have instituted schools which they have their salesmen attend and where the salesmen are thoroughly instructed in merchandising methods, and how to meet the various problems that they will have confronting them in their efforts to make sales, and how to solve and confront these conditions.

It is thoroughly practical for the cigar jobbers, with the co-operation of the manufacturer's sales department, to have the jobber's salesmen meet at specified times and be instructed in and discuss the various problems they may be confronted with.

The jobber's salesmen, in many instances, are not familiar with the many manufacturing operations and the manner in which tobacco must be handled and treated to properly manufacture cigars. It is absolutely necessary that such information be given them in the proper way, and this can be accomplished by talks given by the factory man with first hand information.

The manufacturer's sales force should therefore be made up of men thoroughly schooled and instructed in the methods of manufacturing as adopted by his house, and be capable of imparting interesting and instructive information to the jobber's salesmen, when he visits the jobbers in his territory.

This information will naturally find its way, with interest to the retailers and eventually to the consumers, and will be the means of creating new cigar smokers as well as retaining the enthusiasm and custom of the present cigar smokers.

The manufacturer is, and has been, purchasing window display and other advertising material of a nature that principally shows a cigar or a box of cigars with or without a pictorial scene of a tobacco plantation as depicted by a lithograph artist who never saw a field of tobacco growing.

This advertising material has been shipped to the jobber and in many instances, only a small part of it has been used and distributed by the jobber. The jobber must be made to realize that this waste of advertising material adds greatly to the overhead of the manufacturer; that his co-operation in the distribution of advertising material, and his care in its handling is absolutely necessary, and if he handles this material in a proper manner it will eventually show a profit to him as well as to the manufacturer.

The movement towards the creation of a general fund for the advertising of the cigar industry nationally, thus bringing forth many good reasons why cigars should be smoked, has great merit and should have the support of every cigar manufacturer.

This campaign will no doubt be carried out through the medium of newspapers, magazines and

trade papers. The manufacturer can individually give great support to this campaign by the adoption and creation in his individual window display and other advertising, of interesting and instructive pictorial and reading matter, actual reproductions of farming and curing and packing of tobaccos of various sections, as well as of the many manufacturing processes to show and tell the consumer how tobacco is raised, cured and handled. It is surprising how many men have no knowledge whatever of the intricacies of the cigar industry and great interest in cigars as a commodity can thus be created.

The men of the United States and especially the coming generations should be forcibly told by the manufacturers, through the advertising mediums they use, why they should smoke cigars. There are many good reasons, and the industry in a very short time would arrive at a healthy and profitable condition, where it rightfully belongs, and show steadily increasing consumption, instead of a retrograde movement that has been in evidence in recent years.

"After all, nothing satisfies like a good cigar."

J. R.

GEORGE MAINARDY ENTERS TIRE MANUFACTURING FIELD

An entirely new plan for manufacturing and selling automobile tires, is forecast by the recently organized Mainardy Rubber Company.

This new plan is the combined work of experienced tire manufacturers and expert tire merchandising and advertising men.

The product is represented by several brands of tires. All are of standard qualification, and all enjoy large patronage in local fields.

The plan presents many logical and much needed economies, both in manufacturing and distribution of tires. It promises enormous savings in cost to the consumer.

George E. Mainardy, for many years associated with The American Tobacco Company and one of the best known merchandising and advertising men in the country, is the president.

Thousands of publishers and publishers' representatives will be interested to know that Mr. Mainardy has embarked in a great business of his own, which will give him a still greater opportunity to express the service ideals, always the basis of his day's work.

Mr. Mainardy is going to do a needed public job—in a line of manufacturing which affects the pocketbook of nearly everybody. America is going to hear a good deal about Mr. Mainardy's new business—to its profit and satisfaction.

CONGRESS TAKES OVER HOLDINGS OF MAX GANS' SONS

Another development in the cigar industry in the interest of economy is that of the absorbing of the holdings of Max Gans' Sons by the Congress Cigar Company. Messrs. Robert and Charles Gans have also been added to the staff of the Congress Company, and will in the future use their extensive experience and knowledge in the Porto Rican Leaf for the advantage of the Congress Company.

MITCHELL RETURNS FROM VACATION

Mr. Mitchell, of the firm of T. H. Hart & Company, has returned from a vacation trip to Montreal and the Saguenay River.

EISENLOHR TO ABSORB WEBSTER COMPANY

No Change in Personnel

At a special meeting of the common stockholders of Otto Eisenlohr & Brothers, Incorporated, held at the offices of the company, 932-934 Market Street, Philadelphia, at 12.30 eastern standard time, August 27th, the purchase of the entire capital stock of the Webster Cigar Company was confirmed. This consolidation will put two formidable companies under one management, and will tend toward an expansion of business for all brands concerned. "Cinco" has for many years been a leading cigar in its class, and the "Webster" is likewise nationally known in Class C goods.

Otto Eisenlohr & Brothers will henceforth distribute "Webster" cigars in the Philadelphia district through their regular retail sales force, and this undoubtedly will mean greater expansion for the brand in the Philadelphia market. Distributors for the "Webster" cigar will continue to address their correspondence and transact their business with the Detroit office, the same as formerly, and the manufacturing of this cigar will continue in the original plants. All "Cinco" and "Henrietta" business will continue to be transacted direct with the Philadelphia office at 932 Market Street, the same as formerly.

The purchase of the Webster Cigar Company does not in any way change the official personnel of the Eisenlohr organization. The officers will remain as follows:

Ben R. Lichty, chairman of the board;
S. T. Gilbert, president and general manager;
C. Harry Eimerbrink, vice-president;
John J. Rogers, vice-president;
R. G. Cunningham, secretary and treasurer.

A hint of this merger had already spread among the trade, and through these rumors, many favorable reports have come to the offices of Otto Eisenlohr & Brothers, and everything points toward a great business on the "Webster," "Cinco" and "Henrietta" brands in the immediate future. At the present time, all three brands are oversold, and every effort at present is being put on increased production.

ANOTHER ROBBER SUSPECT HELD

An aftermath to the robbery of the home of J. P. Stephano, the cigarette manufacturer at Elkins Park, a short time ago developed last week when detectives arrested John Walsh, of North Twelfth Street, this city, and charged him with being implicated in the robbery. The detectives had been looking for Walsh ever since the robbery occurred.

CLAUDE TURNER TO BOOST "TUVAL"

Claude E. Turner, recently general manager of the Salvador Rodriguez firm, has joined the forces of Marcelino Perez & Company, and will probably cover the western territory in the interest of the well-known "Tuval," "Count Ponchartrain" and other brands of the firm.

WEINSTEIN JOINS "LA PALINA"

Maurice Weinstein, formerly office and credit manager for the firm of Salvador Rodriguez, Incorporated, has joined the New York office of the Congress Cigar Company, and will occupy a similar position there.

An old tobacco secret re-discovered—

1870— Wellman's famous old secret

1921— revived for Granger

1924— a popular seller in 32 states—a quarter-million smokers

A new richness from an old-time process

Made for pipes—cut for pipes —packed sensibly to save money

NOW it can be told. Three years ago we decided to revive a famous old secret method of mellowing tobacco—"Wellman's Method", it was called.

For three years we have been quietly trying it out—we, and about a quarter-million shrewd pipe-smokers who discovered it for themselves.

No whirlwind campaigns, no "special offers", no extravagant claims; Granger Rough Cut has made good on its taste alone. There could be no better proof of its quality.

Now we are ready to "tell the world"

An extraordinary pipe tobacco. "Wellman's Method"—now ours exclusively—not only mellows tobacco, but "rounds it out"—gives it a new taste, richer and milder. There's no other method like it, nor any other tobacco like Granger.

And not only differently mellowed, but cut differently—cut for *pipes*. The Rough Cut burns more slowly, hence smokes cooler—and a pipe-load lasts nearly twice as long.

And finally—notice the package.

If Granger Rough Cut were packed in fancy lithographed tins, it would cost 15 cents.

But wrapped in smart heavy foil, you get this fuller, longer, cooler smoke at a *third* less cost. Foil instead of costly tin—hence the price.

Too good to be true? Ask any man who has tried it. Better yet—get out your pipe!

10¢

Granger Rough Cut

A Pointer on Tobacco—
The slower a tobacco burns, the cooler it smokes. This slow burning is due to the "cut". Granger is "rough cut" to smoke slow and cool—cut for pipes, not cigarettes

LIGGETT & MYERS TOBACCO CO.

NEWS FROM CONGRESS

Tobacco Ranks Fourth in Value of Exports

IN spite of the increased production of tobacco in many parts of the world and the general unstable economic conditions obtaining in many countries, exports of leaf and manufactured tobacco from the United States continue to increase, says T. L. Hughes, Chief of the Tobacco Section of the Bureau of Foreign and Domestic Commerce.

During the past fiscal year the total value of tobacco exports reached $193,338,000 as compared with $171,018,000 for the fiscal year ending June 30, 1923, advancing from sixth place to fourth place among the total commodities exported, being exceeded only by raw cotton, mineral oils, and automobiles and parts. During the fiscal year 1923-1924, 557,288,000 pounds of leaf tobacco, valued at $166,441,000, were exported from the United States, as compared with 445,142,000 pounds, valued at $145,625,000, for 1922-1923. This is an increase of 25 per cent. over the previous year. During the five-year period 1910-1914, 388,284,000 pounds of leaf tobacco, valued at $44,686,000, were shipped from the United States, chiefly to Europe. In 1922-1923 exports of leaf tobacco amounted to 445,142,000 pounds, or an increase of 14.7 per cent., but due to the increase in price of tobacco from 10 to 23 cents, the value of our exports reached the high figure of $145,625,000. The fiscal year of 1923-1924 shows a still further increase of 25 per cent. in export shipments over the preceding year, showing that the demand for American tobaccos continues big.

Another important fact to be noted is that during the first six months of 1924, 322,851,653 pounds of tobacco leaf and stems were shipped from the United States as compared with 221,206,832 pounds during the same period of 1923. This is an increase of 45.9 per cent. If the shipments of tobacco for the last six months of 1924, equal those of the first six months, the exports for 1924, will surpass those of any previous year.

A change has taken place in the types of tobacco which constitute these shipments. From January to June, 1923, shipments of dark-fired Kentucky and Tennessee totalled 73,451,000 pounds, which was 33 per cent. of the entire quantity of leaf tobacco exported; cigarette tobacco of the bright flue-cured variety amounted to 57,092,000 pounds or 25 per cent., while 34,719,000 pounds or 15 per cent. was dark Virginia tobacco. In 1924, conditions were reversed, cigarette tobacco to the amount of 142,705,000 pounds constituting 44 per cent. of the total shipments, dark-fired Kentucky and Tennessee occupying second place with 91,886,000 pounds or 28 per cent. Shipments of Burley increased, but with the exception of dark Virginia, which decreased 50 per cent., other types of tobacco remained practically the same.

Shipments of cigarettes totalled 5,827,470,000 during the first six months of 1924, as compared with 5,818,357,000 during the same period in 1923, with a decrease in value from $11,057,517 in 1923 to $10,653,244 in 1924.

Europe and Asia continue to be the largest markets for American tobaccos. The quantities of the various types of tobacco exported from the United States during the first six months of 1924, together with the principal countries of destination are given below:

Bright flue-cured exports amounted to 142,705,000 pounds, of which 33 per cent. was shipped to England, 28 per cent. to China, 9.9 per cent. to Germany, 15.6 per cent. to the Netherlands, 4 per cent. to Canada, 5 per cent. to Japan and 6.7 per cent. to Australia. Shipments of 1,000,000 to 1,500,000 pounds, which is a very small percentage of the total, were made to Belgium, Denmark, Ireland and British India.

Burley shipments totalled 4,609,000 pounds, of which 20 per cent. each was shipped to France and Portugal, 14 per cent. to the Netherlands, 13.5 per cent. to Belgium and 12 per cent. to England.

Dark-fired Kentucky and Tennessee 91,886,000 pounds exported, of which Spain received 15 per cent., France 17 per cent., Italy and the United Kingdom each 12 per cent., Germany 10.7 per cent., Belgium 10 per cent. and British West Africa 2 per cent.

Dark Virginia 16,974,000 pounds, of which the United Kingdom received 27 per cent., Germany 14 per cent., the Netherlands 11.6 per cent., Australia 10.7 per cent., Canada and Sweden each 6 per cent.

Maryland and Ohio 5,281,000 pounds exported, of which 42.6 per cent. was shipped to the Netherlands, and 31.7 per cent. to France.

Green River (Pryor) 10,238,000 pounds exported, of which 47 per cent. went to the United Kingdom, 21 per cent. to the Netherlands and 19 per cent. to China.

Cigar leaf 1,239,696 pounds, of which 76 per cent. was exported to the Netherlands.

This portrays the value of foreign trade to the successful marketing of the entire tobacco crop and the extent to which it affects the producer of tobacco may be visualized by the fact that with the present level of exports every farm on which tobacco is grown commercially, were the gross returns divided equally, would receive about $430.

F. T. C. Charges More Resale Price Maintenance

The maintenance of uniform resale prices of cigars, cigarettes and other tobacco products as a result of an agreement entered into between the American Tobacco Company, P. Lorillard Company, Incorporated, and the Liggett & Myers Tobacco Company, and the West Virginia Wholesale Grocers' Association, is charged in a complaint of the Federal Trade Commission.

According to the citation of the Federal Trade Commission, the association and its members, consisting of wholesalers and jobbers of groceries, tobacco products, etc., entered into an agreement, combination and conspiracy to fix uniform discounts or prices at which tobacco products should thereafter be sold by them and their competitors. It is alleged also that the three tobacco manufacturers named in the complaint acceded to and joined in the conspiracy and gave assistance towards its accomplishment of purpose. The complaint states that these manufacturers discontinued and refused to sell to certain jobbers who were competitors of the jobbers named in the complaint and who sold tobacco products at prices less than those agreed upon and fixed by the association and its members.

(Continued on Page 18)

A Name You Know

with a reputation maintained by the world's largest manufacturer of High Grade Cigars.

ROI-TAN

A cigar you'll like

EL ROI-TAN

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

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IT does beat all creation how the different lines of business are getting together on co-operative work. And they give visible expression to this by co-operative advertising.

They do it through their trade associations.

They raise a fund among the manufacturers anywhere from a hundred thou to two million, and then the association advertises, let us say, cigars.

They simply tell the public why they should smoke cigars, the pleasure and benefits to be derived therefrom, and ask them to go to their retailers to buy—and to buy by the box.

They don't mention the brand of any manufacturer, or boom any one make—just cigars as a whole. At first the public pays scant attention to the advertisements, but gradually it begins to take notice, and then it begins to be influenced and to favor cigars more than before. Gradually this interest grows, and soon there is a marked and substantial increase in cigar purchases and the advertising becomes a success.

So many lines of business have done this, and such a large proportion have been well rewarded for the expenditure, that it will be entirely in order for you to help create an interest and a sentiment for the cigar trade to do the same.

You may think that your influence is small, but if every man of you should push it along with your good tongue it would help mightily.

I know a country retailer, and a sorry man is he. He had a little old store on the main street of a little quiet town. He rented it, for the rent was sinfully low and there was no temptation to buy.

But this is a world of change.

Change hit this town. It woke up, yawned, stretched, and got busy. A few long-headed visioned men saw what was coming, but my friend didn't. He could have bought the property for a song, but he kept still as a kid in the pantry.

Came then a chain store man, bought the property over his head, turned him out, ripped out the front, remade the store for a trifling sum and did a thriving business.

There wasn't another store on the main street and today my friend is raising chickens, and doing pretty poorly at that.

The whole country is taking an upward step. Live towns are becoming livelier, comatose towns are waking up. Rents and prices of many business places are skyhooting.

I ain't handing out any advice on the subject, but I am saying, "peel your weather eye" and don't nod in your chair when you should be awake.

Good-bye Summer. Welcome Fall. We welcome you right heartily, Mr. Fall, and we expect much from you. Oh, very much! And with right good reason.

We have helped clear up the financial tangle of Old Europe. Their belts are being put on fast pulleys and they are beginning to holler to us for a million things they want. It's going to keep our factories on the lively hum.

Then we have improved our machinery so wonderfully—got it so automatic, so rapid, such a producer that we can continue paying high wages and still turn out goods to compete successfully in the world markets. Wages may drop a leetle, to be sure, but they will remain high, and that means large buying and employment, and prosperity for everybody.

We have good candidates, so whichever side wins our country is in safe hands.

Therefore the days you are bringing look good and bright, Mr. Fall. We want you to make good and we'll work like good fellows to do our part.

We know if any of us are lazy, or sluggards, or stand-stillers, or good-enough chaps, that we'll get a ticket on the schute. So we are going to read this Business Building Department and take its hints, act on its suggestions, follow its advice, and get in on the good days and the good things that are on the way. Ain't it so?

A word to traveling salesmen:

You've gotta do more than sell goods hereafter. You've gotta "render service." You must help the retailer sell. You must help him enlarge his market.

You have a number of customers who are up to the minute in their methods. They are large distributors and are prosperous. You have many retailers who are dragging along ten years behind the times. Poor devils, they are poor indeed.

They are good fellows, only they never caught the "spirit of progress." They want waking up. It is your duty to waken them. Your boss told me so, and I pass it on to you.

Tell the slow chaps about your good customers. How they trim their windows, how they paint the front of their stores, how they let in all the light possible, how they arrange their counters, their show cases, their different lines of goods, how they buy with care and skill, how careful they are in selections, how they practice the art of selling, how well groomed and neat they are. These and a thousand other things.

Don't stop telling them once, but keep it up for a hundred years or so. And don't stop at talking. Shed your coat and "show them."

(*Continued on Page 24*)

"Take the Good the Gods Provide"

THIS Adage could easily have been conceived to commend the use of Spanish Cedar Cigar Boxes for Good Cigars.

SPANISH CEDAR is by natural selection the one material that supplies every essential requirement for the Ideal Cigar Container:—

Rigid, Compact, Light:
Weevil-resisting:
Blend-improving Aroma:
Convenience of Display:
Advertising Background:
etc., etc.

SPANISH CEDAR CIGAR BOXES
100% Efficient

After all nothing satisfies like a good cigar

Detroit News

(*Continued from Page 8*)

duction to the Detroit smokers, it has been one of the leading ten-cent values here for the past three years, and at present it is enjoying a tremendous sale. Mr. Monroe reports the factory as running to full capacity to fill orders.

Mat Berhman, State representative of the Mazer-Cressman Cigar Company, was at the home headquarters over the week end. Mat reports the progress and sale on the "Manuel" cigar, to be very encouraging. In every section where he has placed this well-known brand, it has repeated in sale. Mat informs the writer that the sale on "Humo," "Detroit Hand Made" and "Dime Bank" cigars, is also increasing rapidly throughout the State.

Paul Pierson, manager of the Cigar Label Department, of the Heywood, Strasser & Voight Litho. Co., was with us last week, calling on the various manufacturers. For a number of years Paul has been the Western representative for his company and on August 1, he was transferred to the New York office and placed in charge of the label department.

Joe Garvett, vice-president and general manager of the Peninsular Cigar Company, of Detroit, Chicago and Toledo, has returned from a tour of inspection of the different branches. Mr. Garvett reports the sale on Mazer-Cressman Cigar Company's products to be growing daily in sale in every section where they operate.

Roy Cheney, manager of the Detroit branch of the Crane Candy Company, has returned from a business and pleasure trip to Cleveland, Cincinnati and Chicago, in the interest of his sweets.

The McCumber Cigar Store, in the Recreation Building, are featuring the "Geo. W. Childs" five-cent cigar, in a very attractive window display. The display is very artistically arranged to catch the smoker's eye. The manager of this store reports a big sale on this well-known brand.

Pinkussohn's "Potpourri Smoking Tobacco" is enjoying a big sale in all of the downtown stores. Many dealers are featuring this high-grade smoking tobacco in their windows, and the demand is growing daily.

The Economical Drug Company's chain stores are featuring the famous "Webster" cigars in all of their windows with very attractive displays. The "Webster" cigar is enjoying a very healthy sale in the Motor City and has a splendid distribution in all the clubs, cafes and leading retailers' shops.

The Watkins Cigar Stores Company are having a special reduction sale on "Comoy" and "Dunhill" pipes, these well advertised lines are being featured, as well as many other pipe values. The pipe smokers are saving money by attending this big sale.

E. N. Rockwell, manager of the cigar department of the Kinsel Drug Company, has returned from an auto trip to the northern part of the State, where he has been on a fishing trip for two weeks.

E. J. "Mannie" Boutette, the Hammond Building cigarist, who has been rusticating in Montreal and Quebec for the past three weeks, has returned to his duties much improved in health after indulging in the Scotch tonic, for which Montreal is famous. Mannie says its a wonderful city for the tired business man to spend a vacation in.

ABOVE ALL BOLD CIGARS

Bold cigars are an old stand-by with thousands of dealers and smokers everywhere. Stock up in Bolds today.

After all nothing satisfies like a good cigar

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Topic-LaTosella-Recall

Harry Bassett, the Park & Tilford man, worked the trade here last week. Harry says he is enjoying fine business in all sections of the country and that his brands are showing a good increase everywhere.

Leon Goldenberg, assistant manager at the Majestic store, of the Watkins Cigar Stores Company, has returned from Ithaca and New York City, where he spent his vacation period.

Max Hirschberg, of L. Schmid & Company, New York, N. Y., manufacturers of the "Cinshona" cigars, called on the trade here last week.

Harry Segal, the Monroe Avenue cigarist, spent a few days last week in Grand Rapids, Mich., on business.

B. F. Pyle, representative of John Wardlow, Key West, Fla., has been with us for the past few days working the clubs and leading retailers on his clear Havana line. B. F. reports business as being very good with him on this trip.

Frank "Handsome" Lopez, star salesman for Garcia & Vega, Tampa and New York, has been rusticating in our midst looking over trade conditions and booking some fine orders for fall delivery. Frank's line already has a splendid distribution and enjoys a very fine sale in the majority of our best stores.

Fred Suss, the debonair representative of S. H. Furgatch y Ca., and official booster of the famous "Vega del Rey" cigars, has sent out his advance cards, saying he was on the way with a fine line of samples, a sharp pencil and the regulation order book. He also states he has some new stories of the T. N. T. calibre and that he will take a cool bottle with any of his customers.

Very truly yours,

Mike of Detroit

Cinco the Babe Ruth of cigar sales

Once in a while other major leaguers knock out home runs, but Babe Ruth clouts one with clock-like regularity.

Like the Babe, Cinco is always a sure drawing card. Jobbers know . . . dealers know . . . that Cinco is a cigar that always sells.

It is this sales certainty that makes Cinco so profitable. Its turnover can be counted on. Its sales volume is always mounting.

Think back into the years and you will marvel at the steady, persistent demand for Cinco and at the tremendous market that Cinco serves.

Seventy-four years of cigar knowledge lies behind Cinco. This experience in the making of billions of cigars has given Eisenlohr the methods, the care, the skill that result in the value of Cinco and its satisfaction to smokers everywhere.

OTTO EISENLOHR & BROS., Inc., Philadelphia
Cigar Manufacturers for Seventy-four Years

2 for 15¢

After all nothing satisfies like a good cigar

Cinco

News from Congress

(Continued from page 12)

It is alleged that the agreement complained of was entered into during the year 1921. A hearing on the charges is announced for September 30. It is pointed out that under the law whenever the Commission has reason to believe that an unfair method of competition has been used against the public interest it must issue its complaint. However, the question whether or not such method has been used is not passed upon by the Commission finally until after respondents have had thirty days to answer and the issue tried out.

F. T. C. Finds Violators Outside of Tobacco Industry

Use of the word "manufacturing" in the corporate name of any firm not actually engaged in production has been held by the Federal Trade Commission to be a form of unfair competition, and formal complaints have been issued against a number of jobbers and wholesalers who have used the word in their company name, or have on their letterheads or other stationery pictorial representations of mills or factories, with a view to giving the impression that the concern actually manufactures the goods it handles.

This is part of the commission's campaign against the use of terms which mislead the public, and follows the announcement that business concerns must not use brand names which include words designed to give the impression that an article is manufactured in a particular city or of specified materials when such is not a fact.

Next Congress to Attempt Further Revision of Taxes

Further revenue revision will be undertaken by the sixty-ninth Congress if the Republican party remains in power, according to Representative Allen T. Treadway, of Massachusetts, a prominent member of the House Committee on Ways and Means. Representative Treadway, who is a candidate for re-election, in making public his stand upon the leading questions of the day, declared his dissatisfaction with the Revenue Act of 1924, pointing out that he consistently defended the recommendations of President Coolidge while the measure was before the House.

A maximum surtax of 25 per cent. is favored by the Massachusetts Congressman, who also declares that many other changes should be made in the law. These amendments, he asserts, will be made if the sixty-ninth Congress has a working majority of Republicans favorable to President Coolidge.

Mileage Book Hearing Again on September 24

Hearings on the question of interchangeable mileage books will be held by the Interstate Commerce Commission on September 24, at which time representatives of traveling salesmen in the tobacco and other industries will renew their appeal for the restoration of mileage privileges, discontinued during the war.

This question was exhaustively investigated by the commission in 1922, and early last year the larger roads of the country were ordered to issue interchangeable mileage books, to be sold at a reduction of 20 per cent. from the regular fare rates. Some fifty railroads secured an injunction against the enforcement of the commission's order and, the case being carried to the United States Supreme Court, the order was declared invalid on the ground that the commission had issued it more in conformity with the desires of Congress, as expressed in a number of bills calling for the establishment of mileage, than from any showing that the railroads would be able to stand the loss resulting from the reduction.

The Supreme Court's decision, however, did not bar the commission from making another investigation of the subject, and the case was reopened at the request of traveling men's organizations and others.

Help for the Retailer

Timely, accurate and substantial information, which will help the American merchant with his more difficult retail store problems will be available shortly in pamphlet form, Dr. Julius Klein, Director of the United States Bureau of Foreign and Domestic Commerce, announced today in discussing the work of his reorganized Domestic Commerce Division.

"Budgetary Control of Retail Stores" is the title of the first of a series of bulletins. The information it contains, according to Director Klein, represents the results of studies of a character never before attempted by a Government institution. Underlying fundamental principles governing the importance of budgetary control, rather than numerous complicated forms and statistical data, are discussed in the new report, Klein says. The information which is now almost ready for publication, the Director points out, clearly explains the necessity of its use and pictures the ultimate results that may be experienced in the building of a successful retail business.

The practical rather than the theoretical viewpoint has been secured, Klein says, as a result of constant consultation with leaders in the business. Previous surveys and studies, he asserts, have been inaugurated from the viewpoint of costs, attacking the problem from the standpoint of technique and procedure, rather than with the idea of presenting facts and suggestion affording a clear and thorough understanding of the economic high-lights that must serve as a basis for all retail activities in the effort of the retailer to serve his community as a true "Purchasing Agent."

Lawrence A. Hansen, formerly Assistant Secretary of the Retail Trade Board of Boston and afterwards Managing Director of the Massachusetts Retail Merchants' Association had charge of the collection and editing of the data. Mr. Hansen is a keen advocate of community consideration in connection with all retail problems saying "Service to the community must be one of the first considerations of the retailer if he is to clearly perform his assigned duties as purchasing agent for his clients."

Other studies which are now nearing completion deal with "Community Advertising," "Retail Store Location" and "Cancellations and Returns of Merchandise." According to Director Klein, such work as these studies present can only be viewed as the forerunner of much larger and broader activities carried on under the direction of skilled organizers who understand the needs of the business man and the procuring of the practical facts in fulfilling the retailers' needs for substantial information with regard to his business.

After all nothing satisfies like a good cigar

MEET MISS FILIPINA!

Sketched from life at Echague, Cagayan Valley, by C. A. Bond.

From the Cagayan Valley, where nature lavishes all good gifts on the Tobacco Grower, to the Cigar Factories at Manila, where generations of Cigar Makers have been trained in the art, Miss Filipina is a striking figure.

Her deft and nimble fingers aid in the various processes to bring the tobacco to rich maturity, pick the leaves, strip and roll them into those

MILD FREE-BURNING MANILAS

Good Honest Cigars at Honest Prices

ASK YOUR JOBBER

Manila Ad. Agency C. A. BOND, Mgr. **15 William St., N. Y.**

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

LET US HELP YOU
ELIMINATE THE TOBACCO BUG
By treating your tobacco with the exterminator
BY THE SHUEY PROCESS OF STERILIZATION
The only known preparation on the market that will give you permanent relief from future infections

Tested Approved and Adopted by Leading Growers, Packers and Manufacturers

USE SATISFACTION Tobacco Herein TO DEALER OUR Contained Treated by SHUEY'S Process of Sterilization TO CONSUMER STAMP BENEFICIAL PURITY

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself
SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OHIO

"BEST OF THE BEST"

OPTIMO VERY MILD VERY MILD CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

THE GEORGIA TAX LAW AMENDED

New Amendments

With the final adjournment of the Georgia Legislature we deem it proper to advise the trade that, by amendments to the existing statute finally passed retailers and wholesalers are defined as follows:

"A dealer at wholesale in cigars, cigarettes, manufactured tobacco, or other manufactured tobacco products, is defined to be any person, firm, or corporation, engaged in the business of selling such articles for resale, and

"A dealer at retail is defined to be any person, firm, or corporation, engaged in the business of selling such articles directly to the consumer, or for any other purpose than that of resale, irrespective of the quantity that may be sold."

The amended act also requires that stamps attached to cigar packages shall be so placed that when the package is opened the stamps will be torn and mutilated, and it further requires that upon affixing all stamps they shall be cancelled with the date and the initials of the dealer. In addition the law is further amended by providing that

"The exhibition of any package, or packages of cigarettes, which do not bear the stamps required to be affixed under the provisions of this Act, by any retail dealer, in any show case, window, or on any shelf or table, or the possession of any box, package, or container of cigars, which do not bear stamps as required herein, shall constitute *prima facie* evidence of the guilt of such dealer of the violation of this Act."

Dealers Under Bonds May Still Continue to Secure Stamps Without Payment of Tax

We have already regretfully informed the trade of the decision by the Georgia Supreme Court upholding the constitutionality of the Act.

We are advised by our Georgia counsel that the restraining order originally granted preventing the State authorities from collecting the tax from dealers who shall have filed bonds still remains in force, and that if an appeal is taken to the United States Supreme Court as contemplated, an effort will be made to secure a continuance of this restraining order pending the final determination of this case by the United States Supreme Court, so that retailers under such bonds might continue to receive the required stamps without the payment of the prescribed tax, as heretofore.

Tobacco Merchants Association of the U. S.

CIGAR FRATERNITY MOURNS LOSS OF SANDY STEWART

Detroit, August 24.

The cigar fraternity lost one of its very dear friends on Wednesday, August 20, in the passing on to the Great Beyond of Sandy Stewart. Mr. Stewart was in the sixty-fifth year of life and had been associated in the cigar industry for the past forty years. He was born in Binghampton, N. Y., and started in the cigar business in his native city, later moving to Detroit where he became interested in the Superior Cigar Company. Mr. Stewart was very popular with the trade and had a wide acquaintance, being considered the most popular and best-liked cigar salesman in the West. His memory will long be cherished by those who knew him.

The Silent Salesman

Just as a man is, to a great extent, judged by the clothes he wears, so a cigar is very often selected because of the box that contains it.

What are your cigar boxes saying? In the dealer's case, alongside competing brands, the box is talking for or against your cigars—is telling the public what you think of your product.

Give your cigars a good send off. See that they are packed in the better kind of box. The other kind costs too much in lost sales

LESCHEY-MYERS CIGAR BOX CO.
CIGAR BOX MANUFACTURERS
YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

PHISTER:—43,884. For cigars and tobacco. August 8, 1924. C. R. Phister, Erie, Pa.

BLACK GOLD:—43,885. For cigars. July 1, 1924. Rothenberg & Schloss Cigar Co., Kansas City, Mo.

ELGUYCO:—43,886. For cigars. May 4, 1922. John C. Guy Co., Lexington, Ky.

ATHENS CLUB:—43,887. For cigars and cigarettes. July 17, 1924. B. C. McLane, Bowersville, Ga.

RUTLAND BOND:—43,888. For cigars. August 12, 1924. Andrew M. Seitz, Medford, Mass.

SKINNY:—43,894. For cigars. August 21, 1924. G. F. Lindenmuth, York, Pa.

GIGLI:—43,889. For cigars and cigarettes. July 17, 1924. J. Longinotti, New York, N. Y.

FLOR DE JOSE MODIA:—43,890. For cigars. August 20, 1924. Jose Modia & Co., Cleveland, Ohio.

ME FOR MA:—43,892. For cigars, cigarettes and tobacco. August 22, 1924. Bobrow Bros., Inc., Philadelphia, Pa.

MAXWELL HOUSE:—43,893. For cigars, cigarettes and tobacco. August 23, 1924. T. C. Preston, Tampa, Fla.

TRANSFERS

CUBAN PROVISION:—41,801 (Tobacco Merchants Association). For all tobacco products. Registered July 14, 1920, by Steffens, Jones & Co., New York, N. Y. Transferred to B. Midulla, New York, N. Y., July 19, 1920.

CIGARETTE REFORMER DIES

Lucy Page Gaston, founder of the Anti-Cigarette League, died in Chicago, on Wednesday, August 20th, as a result of a trolley accident in which she was injured several months ago.

Miss Gaston had devoted her life to the endeavor to exterminate the cigarette, but her methods were so drastic that she was eventually forced to resign from the Anti-Cigarette League in 1921 and later formed the "Clean Life Movement" organization. Its slogan was "to abstain from cigarettes, tobacco and alcohol in any form and to lead a clean life morally." Her endeavors were confined mostly to Chicago and she was at one time appointed a policewoman and took delight in pouncing on young boys she found smoking cigarettes.

In 1920 she filed a petition for the Presidential nomination on the Republican ticket in South Dakota.

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

Business Building

(*Continued from Page 14*)

Do this, and your sales will increase, and likewise your salary, and you will have friends by the hundred, and your conscience will slap you pleasantly on the back. Verily.

If you handle a number of sidelines you are a merchant, and a merchant should be an analyzer. Some people have good heads on generalities, but find it hard to consider specific things. Below are some things every merchant should earnestly consider:

From what class of people do you attract your patronage?

What do people think of your store, your prices, your service and the courtesy of you and your clerks?

What character of goods you handle that attract people to your store?

Is your display of goods as inviting, and does it make buying as easy as your competitors?

What other lines could you add to meet the requirements of your neighborhood?

Do your windows make as good impression as those of your competitors?

How many people are "knocking" your store because of some misunderstanding?

How many people are boosting your store, and why are they boosters?

What kind of advertising are the people of your neighborhood responsive to?

With how many people is your store the first choice—the place where they begin shopping?

Read these queries over slowly, carefully. Think on them. They will suggest ideas to you. Reflect on the ideas, and if practical carry them out. It will improve your business. It will enlarge your trade.

INTERNATIONAL PLANTERS HAVE REDRYING PLANT

"The International Planters Corporation, maintaining its principal offices at Danville, Virginia and Louisville, Kentucky, has secured a well equipped redrying plant at Wilson, North Carolina which it will operate during the present season. Wilson is now the leading market in the Eastern Carolina section and in adding this unit to its organization, the International Planters Corporation strengthens its position in the leaf tobacco trade. The company, it is understood, will place a trained organization of experienced men at its new plant, which forecasts a successful season for this progressive firm."

ÆOLIAN HALL TO HOUSE FIVE AND TEN

Following the purchase of Æolian Hall by the Schulte Stores Company, announcement has been made that the building has been leased to a five and ten cent store corporation at a graduated rental of $400,000 for the first year and totaling $27,500,000 for the term of sixty-three years. Many great artists have appeared in Æolian Hall, which has heretofore been devoted entirely to music.

CIGAR BOXES
Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars
The WOODEN package is the retainer of AROMA from Factory to Consumer
The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, Pres. J. A. VOICE, Secy. & Gen'l. Manager
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grallot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

GROWERS
AND
PACKERS
OF

Connecticut Shadegrown Wrappers

Florida and Georgia Shadegrown Wrappers

We Are Now Ready To Offer Our Holdings In 1923 Crops.

AMERICAN SUMATRA TOBACCO CO.

131 Water Street — New York City

After all nothing satisfies like a good cigar

6.8
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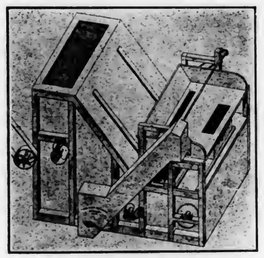
SEPTEMBER 15, 1924

VOLUME 44 — No. 18

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter, and new price

Cigar Manufacturers Making Short Filler
CIGARS
Will do well to try our
Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

Write for sample and price

Baker Tobacco and Cigar Machinery Company
YORK, PENNA

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

The Sign at Atlantic City. 30 ft. High, 250 ft. Long. Where Everybody must see it.

GUARD YOURSELF FROM FUZZ OR MOULD TROUBLES— PACK IN WOODEN BOXES

Sometimes man can improve on nature, sometimes he can't. One of these instances when nature can't be improved upon is in perfecting a container material for packing Cigars.

Nothing can take the place of wood. Wood alone has the exactly proper degree of porosity to allow the cigars to "breathe", to give up excess moisture in periods of humidity such as we experience every summer.

When the retailer opens a "wooden box" of cigars he finds them in as good a condition as when they left your factory.

Pack your cigars in Wooden Boxes, protect them against mould and fuzz and protect your reputation with your dealers and smokers.

After all nothing satisfies like a good cigar

The Best Cigars are Packed in Wooden Boxes

UNION LEADER
REDI CUT
TOBACCO

BIGGEST AND BEST TOBACCO VALUE
THE 10¢ TIN

With your full retail dealer's profit

LA PALINA
CIGAR
CONGRESS CIGAR CO. - Philadelphia, Va.

Get the Utmost in Advertising Values
at practically no expense
by using the
WOODEN CIGAR BOX
for your brands.
They help *sell* your cigars.
PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND
Blackstone
CIGAR

Havana

Filler

Absolutely!

ABOVE ALL
BOLD CIGARS

Bold cigars are the leading sellers with thousands of dealers catering to steady trade who appreciate quality.

They are wonderful Business Builders.

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Topic-La Tosella-Recall

After all nothing satisfies like a good cigar

A. KAUFFMAN & BRO. INC
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX
LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD VERY MILD
CIGARS
Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

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Headquarters, 5 Beekman Street, New York City.

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

RETAIL STORE MANAGER, WHO HAS ALSO BEEN Jobber's Representative, desires position. Has had six years' experience and is at present employed in Philadelphia, but would change residence if necessary. Best of references. Address Box No. 477, care of "The Tobacco World."

POSITION AS SUCTION FOREMAN WANTED BY MAN thoroughly experienced in Suction Work. Twenty years' experience in the largest factories in the country. Box No. 471, "The Tobacco World."

The Tobacco World
Established 1881

VOLUME 44 SEPTEMBER 15, 1924 No. 18

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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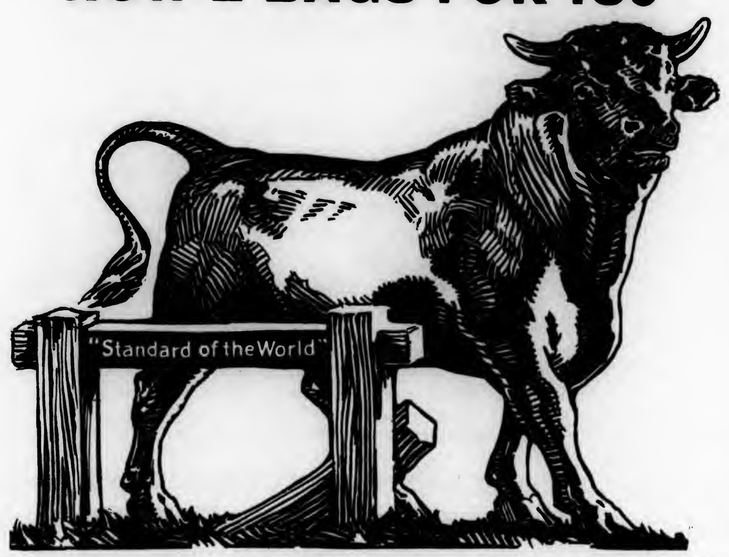
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BATUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

100 cigarettes 15 cts
GENUINE
"BULL" DURHAM
TOBACCO
Right now! Settle the whole cigarette question forever by rolling your own from "BULL". You get more flavor, more enjoyment, more tobacco taste, more quality—and much more for your money—
The American Tobacco Co. INCORPORATED
NOW 2 BAGS FOR 15c


FOR GENTLEMEN OF GOOD TASTE

SAN FELICE
2 for 15¢
EL VERSO
10¢ 2 for 25¢ 15¢
TWO GOOD CIGARS

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

Model B-1 illustrated above.

PACK CIGARS RIGHT

and get a uniform pressed shape to each cigar in every box. No broken wrappers. Impossible to overpress pack.

FOUR MODELS TO CHOOSE FROM

Model "A" without top lever, for 50 cigars - $ 5.00
Model "B-1" with top lever, for 50 cigars - 10.00
Model "B-2" with top lever, for 100 cigars - 12.50
Model "C" with top lever, for bundles of 100 - 16.00

All packers are adjustable to any standard size box.

Pulte-Korreck Machine Co.
GRAND RAPIDS. - - - MICHIGAN

Only Half the Story

SINCE 1900 the leaf tobacco of Porto Rico * * * has been slowly but steadily increasing in popularity, and now * * * is in great demand.

The quantity of tobacco of all types used annually by American cigar factories is about 150,000,000 pounds; the yearly imports of Porto Rico leaf approximate 26,000,000 pounds, or more than 17 per cent of the total.

"The American Cigar,"
By CARL AVERY WERNER in American Mercury.

No manufacturer in the United States uses all Porto Rico in his cigars. Blended with other tobacco, Porto Rican leaf is present in 25 to 30 per cent of the American production.

The White Stamps say it's PORTO RICAN

It's Good because it's PORTO RICAN

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 Water Street New York *J. F. Vazquez Agent* Telephone John 1379

Send for free copy "Tobacco Trade Notes"

Volume 44

THE TOBACCO WORLD

Established 1881

Number 18

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, SEPTEMBER 15, 1924 Foreign $3.50

EDITORIAL COMMENT

THE improvement in cigar production shown by the July revenue figures of withdrawals is worthy of attention, showing as they do a gain of nearly 3 per cent. over July, 1923. Business with the suppliers, such as boxmakers, lithographers, etc., continues to show strength and if they are indicators, August should also be a better month than August, 1923.

Class A showed a gain of nearly 12 per cent. while Classes D and E also improved over the same period of 1923. This gain in five-cent cigars indicates that there is a good market for value-giving brands sold at that price. It would also seem to bear out the contention that large sizes are not necessary for the prosperity of the trade. While the Class D and E figures disclose an increase in the production of these sizes, it is difficult to determine whether this is due to the fact that they are mostly generous sizes, or a desire for a finer quality of tobacco.

While the figures for the fiscal year ending June 30th are not as satisfactory as we would like to see them, nevertheless they are far from discouraging.

Before another fiscal year rolls around we hope the cigar industry will have committed itself to some definite plan of advertising and publicity. It will certainly pay in the long run, but it would be folly to undertake a campaign unless it can be carried on over a period of years.

Some of the national cigar advertisers are to be congratulated on the trend of their copy which is aimed to create new cigar smokers. But the industry is expecting too much in leaving this burden on the shoulders of three or four concerns. These broad-visioned firms are growing each year, and this fact ought to be sufficient to convince every cigar manufacturer of the necessity for a general advertising campaign. While cigar production shows no gain, a few firms are increasing their business each year. It is obvious that these increases are at the expense of those manufacturers who are not advertising. Some part of fortunes taken out of the industry during the last twenty years must be put back if the cigar business is to make progress.

THE present political campaign has had the happy effect of attracting much attention to the pipe, and progressive dealers have not failed to capitalize this.

With the passing years dignity has been added to pipe smoking and the improvement in the pipe industry generally has been due to no small extent to the finer merchandise which the manufacturers are offering.

Pipe smokers have been educated to have more than one or two pipes, and many of them now own enough pipes to smoke a different one every day in the week. Our own collection is up to six, and in the evenings we use them with fair regularity.

The holiday season is not so far away that the retailer can afford to let his stock of pipes drop down, and he should be planning to increase this department in the coming months. The long evenings ahead mean many nights by the fireside and for real enjoyment it is hard to find a substitute for the pipe.

Many retailers still feel that they can sell only the cheaper grades but those who carry the finer pipes in stock are often surprised at the ease with which they can be sold. Business of this kind is profitable and the wise merchant does not fail to avail himself of such opportunities.

THE prominence attaching to several of the new exhibitors in the coming 1925 tobacco show indicates that the exposition has the earmarks of being truly representative, which could not be said of the two previous attempts.

Space is being taken rapidly and those who contemplate signing up at a later date for the show will do well to make their reservations as soon as possible.

Despite all that has been said about trade expositions in general and the tobacco show in particular, we firmly believe that the idea is fundamentally sound. The peculiarities of the tobacco industry have no doubt been largely responsible for the indifference that has

(Continued on Page 8)

PHILADELPHIA.

PENT VISITS WATER STREET MARKET

Howard F. Pent, president of the Coraza Cigar Company, was a visitor to the Water Street leaf market last week.

Mr. Pent has recently returned from an extended trip through the Middle West territory in the interest of his brand, the "Marshall Field" and reports his brand is doing well throughout the territory covered. The brand is having encouraging support in Cincinnati, through Joseph R. Peebles Sons Company, distributors.

LOUDON PRESIDENT VISITS PHILADELPHIA

Claude P. Wykes, president of the Loudon Manufacturing Company, manufacturers of the Loudon cigar case, the case that gives 100 per cent. display to your cigars, was a visitor in Philadelphia this past week. Mr. Wykes stated that he was quite well pleased with the way the Loudon case is taking on with the retailer, and that his firm was doing a good business considering business conditions in general throughout the country.

AMERICAN CIGARS IN CHINA

Chester Meyers, of the York Cigar Box Company, has had a letter from his nephew, Walter Meyers, who is at present traveling as a missionary in China, in which he states that he was surprised to find a great many American cigars are being sold and smoked in that country. This fact was also particularly noticeable in Singapore.

FRANK CRESSMAN RETURNS FROM TRIP

B. Frank Cressman, treasurer of the Mazer-Cressman Cigar Company, has just recently returned from a trip through New York State, in the interest of their brands "Manuel" and "Counsellor." He reports conditions as very satisfactory throughout the territory he covered.

PALEY TO INSPECT PORTO RICO HOLDINGS

Samuel Paley, president of the Congress Cigar Company, has sailed for Porto Rico, accompanied by Charles Gans, to inspect the company's holdings of Porto Rican tobacco there recently purchased from the firm of Max Gans' Sons.

BAYUK ISSUES INTERESTING BOOKLET

Bayuk Cigars, Incorporated, have just issued an interesting booklet giving the story of the tobacco that enters into the manufacture of Bayuk products. It is entitled "It's Ripe Tobacco!"

On the first page they state: "Ripe tobacco is tobacco at its best. It makes the finest cigars.

"Who wants to eat a green peach? Who wants them when they are over-ripe? Then why should you smoke green tobacco? Or over-ripe?

"We believe you shouldn't. So we use nothing but ripe tobacco in Bayuk cigars."

The booklet goes on to tell the extreme care that is taken in selecting the tobacco that goes into Bayuk cigars. And not only the tobacco, but also the ground is tested that the tobacco is grown in. The curing is also done with extreme care so that it is two and three years after the tobacco is harvested before it makes its appearance on the market in the various Bayuk products.

After reading this booklet you will not wonder why so many people insist on having their favorite Bayuk brand, no matter in what part of the country they may be.

EISENLOHRS DISPLAYING "WEBSTER"

One of the windows in the Otto Eisenlohr and Brothers, Incorporated, building at 932 Market Street, has been given over to a striking display of "Webster" cigars. These cigars will be distributed in the future by the Eisenlohr concern in Philadelphia territory.

Editorial Comment

(*Continued from Page 7*)

marked the spirit of the trade toward the efforts of 1923 and 1924 to stage a really important exposition.

There can be no claim, however, that the 1925 show is not a fair trial of the idea. We hope that every space will be taken before January 19th comes around and that it will be 100 per cent. representative.

To our minds the big problem now before the Exhibitors' Association is to bring the public to the show and send them home enthusiastic over what they have seen and learned about the tobacco industry.

NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

GOVERNMENT REVENUE FROM TOBACCO TAXES INCREASES OVER $16,000,000

Washington, D. C.

Tobacco taxes collected during the fiscal year ended June 30, last, exceeded by more than $16,500,000 those of the preceding fiscal year, it is shown in a preliminary report just submitted to the Secretary of the Treasury by the Commissioner of Internal Revenue.

Total collections from this source during the year were $325,638,931, as compared with $309,015,492 in the preceding year; this was more than one-third of the entire sum collected from miscellaneous taxes.

Analyzing the report, it appears that the domestic sale of cigarettes is increasing at an amazing rate, tax collections on small cigarettes amounting to $203,651,330, as compared with $182,584,806, an increase last year of $21,066,524. Furthermore, this was the only item, other than the special taxes on manufacturers, to show an increase over the fiscal year 1923.

Tax collections on large cigars decreased $2,067,405, from $47,272,570 in 1923 to $45,205,165 in the fiscal year 1924, while collections from small cigars decreased $108,871, from $865,010 to $756,139. Taxes from large cigarettes decreased $4761, from $130,929 to $126,168.

Receipts from snuff totaled $7,005,089 during the fiscal year 1924, as compared with $7,175,216 in 1923, a decrease last year of $170.127, while taxes from chewing and smoking tobacco, last year $66,700,456 as compared with $68,857,707 in 1923, showed a decrease of $2,157,251. Cigarette papers and tubes paid $1,029,292 in 1924, against $1,095,996 in the preceding year, a drop of $66,704.

The special taxes collected from manufacturers of tobacco and its products totaled $1,137,148, as compared with $1,004,959 in 1923, an increase of $132,189, but miscellaneous collections relating to tobacco were $154 less than in the preceding year, being $28,142, as compared with $28,296.

With the exception of documentary stamps, taxes on Philippine tobacco products declined consistently in 1924, the report shows. Receipts from large cigars, $755,413 as compared with $953,075 in 1923, were $197,662 less; large cigarettes paid $12, as compared with $33 in 1923, a drop of $21; small cigarettes paid $3305, as compared with $4458, a drop of $1153; and manufactured tobacco paid $71, as compared with $648, a drop of $577. Documentary stamp sales, however, increased $37, from $2421 to $2458.

Tax collections on large Porto Rican cigars also declined, from $968,145 in 1923 to $765,009 in 1924, a drop of $203,136, but receipts from small cigars increased $72, from $25,428 to $25,500; those from large cigarettes increased $27,491, from $2768 to $30,259; and small cigarettes increased $177 from $1208 to $1385. Stamp sales decreased $370, from $764 to $394.

The withdrawal figures for domestic products show 6,794,147,794 cigars in the fiscal year 1924, against 7,128,020,000 in 1923, a decrease of five per cent.; 504,092,566 small cigars, against 576,673,340, a decrease of 13 per cent.; 17,521,578 large cigarettes, against 18,179,947, a decrease of four per cent.; 67,882,675,160 small cigarettes, against 60,860,115,960, an increase of 12 per cent.; 38,917,164 pounds of snuff, against 39,862,314, a decrease of two per cent.; and 370,557,690 pounds of chewing and smoking tobacco, against 382,539,213 pounds, a decrease of three per cent.

REPRESENTATIVES OF TOBACCO INDUSTRY INVITED TO CONFER WITH SECRETARY OF COMMERCE

Representatives of the tobacco industry have been invited by the Secretary of Commerce to attend a conference to be held September 24 to consider the simplification of the present great variety of forms used in warehousing and to act on uniform documents for the warehouse industry, which have been prepared after nearly two years of study by a special committee.

The organizations invited to have representatives at the meeting include the Cigar Manufacturers' Association, New York, and the New England Tobacco Growers' Association, East Hartford, Conn.

The present diversity in warehouse forms is a direct cause of confusion, lost time and errors, it is claimed, and the conference will be the culmination of a movement to obviate these losses. It will seek to have made uniform certain documents, notably negotiable and non-negotiable warehouse receipts generally used in business dealings between warehousemen and the distributors who use public merchandise warehouses.

It is pointed out that warehousing is rapidly becoming recognized as an important link in the chain of distribution and that a considerable improvement can be made in the service rendered by this industry through greater uniformity. The studies preliminary to the compilation of the tentative standards involved the examination of hundreds of forms used at present in warehousing throughout the United States and Canada.

(*Continued on Page 10*)

News from Congress

(Continued from Page 9)

LORILLARD DENIES CHARGES OF UNFAIR COMPETITION

Charges that it entered an agreement, the purpose and effect of which was to eliminate competition among the members of the West Virginia Wholesale Grocers' Association, lodged against it by the Federal Trade Commission, are denied by P. Lorillard Company, Incorporated, in its answer to the Trade Commission's complaint. Joined with this company in the complaint are the American Tobacco Company and Liggett & Myers Tobacco Company.

The Commission charges that the wholesale grocers, who are jobbers in the products of the above-named manufacturers, in 1921, for the purpose of eliminating competition among themselves and their competitors, and among subjobbers and retailers of cigars, cigarettes and other tobacco products, entered into an agreement to fix uniform discounts or prices at which such commodities were to be sold by the jobbers. It was alleged by the Commission that the manufacturers aided and assisted the jobbers in the accomplishment of this purpose by informing all wholesalers that they would discontinue and refuse to sell their products to anyone reselling the same at lower prices or at greater discounts from manufacturer's list than agreed upon and fixed by the respondent jobbers in 1921. The Commission alleges that the manufacturers did discontinue and refuse to sell certain jobbers who did cut price.

These charges are denied without qualification by the Lorillard Company, as they were by other respondents, and it submits that the complaint of the Commission is insufficient in law upon its face in that it does not state facts sufficient to entitle the Commission to the relief it seeks.

This respondent further denies that it is necessary for a tobacco jobber or retailer of tobacco products to have a complete and continuous stock of its goods to successfully conduct a jobbing or retail business.

TRADE COMMISSION ISSUES COMPLAINT AGAINST HARRY BLUM

The use of the word "Havana" in connection with the advertising and sale of cigars made of tobacco not grown on the Island of Cuba is the subject of investigation under a formal complaint issued by the Federal Trade Commission against Harry Blum, a cigar manufacturer of New York.

The complaint charges that the trade and consuming public are misled and deceived into the alleged erroneous belief that the respondent's cigars are manufactured entirely of tobacco grown in Cuba. This impression is caused, it is alleged, by the respondent's use of the words "Havana" or "Habana," both on his labels and in his advertising matter in connection with cigars not made wholly of Havana tobacco.

LIBERMAN REPRESENTATIVES IN TOWN

H. L. Bush, sales manager for the Liberman Manufacturing Company, manufacturers of both long filler and scrap bunch machines, has been spending some time in Philadelphia and vicinity superintending the installation of several machines in this territory.

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATION ENDORSES EXPOSITION

The following resolution was offered at the National Council of Traveling Salesmen's Association at the executive session of the convention and was unanimously adopted.

The National Board of Tobacco Salesmen's Association, through and by their delegates representing them at the convention of the National Council of Traveling Salesmen's Associations, do hereby offer the following resolutions:

"Whereas the National Council of Traveling Salesmen's Associations of the United States has many members traveling in the interests of the Tobacco Industry and all other industries who are in favor of personal liberty and resent any efforts to abolish the use of tobacco in any form, and also believing that expositions such as the big Tobacco Industries Exposition, will accomplish a great deal of good for that industry, hereby be it

"Resolved, that the National Council of Traveling Salesmen's Associations unqualifiedly endorse the efforts of the tobacco industry and the committee connected with the industry in their efforts to produce a thoroughly represented Tobacco Show the week of January 19th to 24th inclusive, 1925, at the Grand Central Palace, New York City, and hereby pledge the co-operation of it's members to influence all with whom they come in contact to attend the exposition, and to also ask the active co-operation of these people to use their influence with their Congressmen and Senators to defend the tobacco industry against all unfair attacks."

NATIONAL BOARD OF TOBACCO SALESMEN'S ASSOCIATIONS,
(Signed) E. M. FREEMAN, *President.*

CIGAR SMOKERS GET FURTHER PROTECTION

Eight well-known cigar trade-marks have been condemned by the Federal Trade Commission on the ground that they apply the term "Havana" to products not composed entirely of Cuban grown leaf. These decisions mark the latest and most important advance in the campaign begun by the American Fair Trade League a year and a half ago to protect smokers from fraudulent trade-marks and labels involving unjustified use of such terms as "Havana," "Tampa," "Key West," "Vuelta Abajo," etc. These are the first rulings requiring radical revision of long established cigar trade-marks and will greatly aid the league in its prosecution of misbranding offenders.

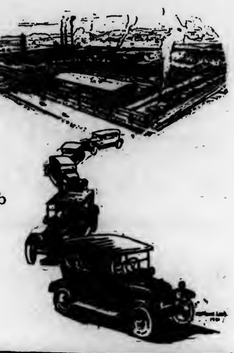
The Commission specifically orders two manufacturers using such trade-marks to "Cease and Desist" from:

"(1) Using the word 'Havana' as descriptive of cigars unless such cigars be made entirely from tobacco grown in the Island of Cuba.

"(2) Representing in any manner that cigars other than those manufactured entirely from tobacco grown in the Island of Cuba, are Havana cigars.

"(3) Advertising or representing in any manner whatsoever that any of the tobacco going into the manufacture of cigars manufactured by it was grown upon a plantation or plantations in the Island of Cuba owned by it, when such is not the fact."

DETROIT



Unemployment Decreasing in Detroit—Detroit Drug Club Holds Annual Barbecue Which Marks End of Straw Hat Season—Hart Brothers Retire from Business—Pipes Growing in Favor

Detroit, Mich., September 10, 1924.

INDICATIONS are that Dynamic Detroit in 1924 will have the greatest building year in its history and that it will roll up a volume of construction far in excess of the total reached in 1923, when the highest volume ever known here was reached. Facts and figures reported by the building commission, reveal that the aggregate of construction for the first eight months of 1924 is $22,539,338 in excess of the amount for the same period of 1923. The total for this year up to September 1st being $111,213,022, against a total of $88,673,684 for the same time last year.

That employment in Detroit is increasing is evidenced by the report of the employers' association issued Saturday, which shows a net increase of 4507 men for the week ending September 2. The combined working force of firms reporting to the association is now 198,997 men. This month's report shows an increase of 1535 employed men over last month.

Local cigar manufacturers report business as being good, practically every factory in the city is operating to full capacity on production with many unfilled orders on hand. The jobbing trade reports business as being very satisfactory, with the exception of collections which are not up to the standard. The leading downtown retailers report business for the month of August as being up to the standard of former years while some report a bigger business than last year.

The "Dawes" and "Hell n' Maria" pipes are enjoying a splendid sale here in all the pipe stores. Many of our retailers report they are having a nice business on the novelty pipe, and they are on display in the windows of the downtown stores.

The Detroit Drug Club held their annual barbecue on Wednesday, September 3, at the Detroit Creamery Grove, on Gratiot Road. The cigar fraternity was well represented by factory men and jobbers' salesmen. "Bill" Thornton (Marcero, Bump & Howell Co.), acted as leader of the Darbytown band and master of ceremonies, also rendering many interesting speeches for the various candidates seeking election this fall. Joe Muir (Swift Cigar Company), distinguished himself in the eating and refreshment department. There were plenty of eats and drinks, the finest of barbecued ox with all the trimmings, plenty of delicious corn and country butter and everything else that goes to make a barbecue a success. About 250 attended the grand outing, which was pronounced as the best ever. The straw hat season ended on this date for those who appeared with the summer headgear and many returned home minus their top coverings. The judges holding court were very severe with offending culprits and the fines were heavy, but everybody was happy and a good time was had by all.

R. I. "Bob" Ellis, western representative for San Martin & Leon, Tampa, Fla., called on the trade here last week. "Bob" informs the writer that he is having wonderful success with his brand in all sections and that he is well pleased with the progress his cigars are making on the Detroit market.

Arthur Hanauer, of Kaufmann Bros. & Bondy, manufacturers of pipes and smokers' articles, has been with us for a few days, displaying his fine line with special Xmas numbers. Arthur says, the pipe business is wonderful and that he has no complaint to make regarding business.

C. A. Mitts, who operates the cigar stand in the Pantiland Hotel, Grand Rapids, Mich., was a visitor here last week.

The firm of Hart Brothers, wholesale and retail tobacconists located at 510 Gratiot Avenue, have retired from business. The business was founded in 1902 by George L. Hart and Louis Hart. For twenty odd years the firm of Hart Brothers was prominent in the wholesale and retail tobacco business, and their house was known throughout the city. They featured many private brands of cigars and made a specialty of the box trade. Mr. George L. Hart died about four years ago. Mr. Louis Hart, the surviving member of the firm, will devote his time in the future to his real estate and other holdings.

Lee Moore, manager of the lobby stand for the Tucker Cigar Company, Dime Bank Building, has joined the ranks of the speed demons. Lee spent his vacation at Niagara Falls and being deeply interested in one of the fair sex sojourning there, he almost forgot his duties in Detroit, which called for his services at 11.30 A. M. The long lingering good-bye on Sunday night caused Lee to step on the gas on Monday. Leaving Niagara Falls at 3 A. M., he made the distance of some five hundred miles to Detroit in eight hours and reported for duty on time. Next year, we will no doubt hear of Lee doing his stunt at the Indianapolis speedway.

Al Tobias, one of the royal boosters of "R. G. Dun" cigars (Bernard Schwartz Cigar Corporation),

(Continued on page 14)

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

THERE are three fundamentals to a window display, the article to be sold, the decoration and the placard. If you will bear this in mind when planning for your window it will wonderfully simplify your problem, and will guide you to a good display.

You see, your display should emphasize some definite article or line—pipes, smoking tobacco, cigars, cigarettes—not merely a general line.

Your placard should extol the qualities, the price, the merits of the article.

The ornaments might consist of your general line of goods, but they should be set in the background so they do not stand out alongside of the one thing you are stressing.

The mind likes to dwell upon one article, and not upon a collection of generalities. And when it is invited to consider one thing it is curious to know all about them. Therefore it reads the placard with interest, and is influenced thereby.

But don't make the sad mistake of leaving any display standing too long. Such action defeats its purpose. You should change your show window at least once a week, and should make as complete a change in appearance as possible.

Don't neglect your show window. Don't. Many a retailer has developed a large business through no other advertising than a well-dressed show window.

The secretary of a large association of one of our most important industries recently had this to say in one of the trade journals of that industry:

"Your secretary had the good fortune to receive from a personal friend a pipe that came from London. Another friend presented him with a very neat 'Locktite' tobacco pouch and a can of tobacco. He has had a desire for several years to indulge in the soothing influence of a pipe while attending the meetings, but hesitated to do so feeling that it might be his duty to maintain the lofty dignity of the occasions by smoking the more aristocratic cigar. He hereby gives notice however that he will feel at liberty in future to utilize the contemplative assistance of his Jimmie pipe at the meetings, which will enable him to perform his difficult duties with more calmness and better judgment—and that is of more importance than maintaining an exalted and formal dignity."

So you see, friend dealer, that the Jimmie pipe is dear to men's hearts, just like their old slippers, their old house coats and their old and comfortable easy chairs.

"How can a retailer improve his business?" I asked of an enterprising and successful cigar dealer.

"Oh, there are oodles and oodles of ways," he answered. "In fact, there are so many ways to improve that it would require more space to mention them than you have at your disposal.

"I have found one way very successful, which I seldom see mentioned," he continued, "and that is to talk frequently to your counter salesmen, your workers.

"Don't talk to them as master and man, but as man to man. Get their interest by explaining that business is now a sort of co-operative affair, that its success depends on the carrying out of many small trifles, and of thinking up good ideas and putting them in practice, no matter how trivial they may be. Then invite their views on what could be done to improve the business and to effect more sales.

"This may not seem to produce any results, but it does. In the first place, the talks increase the interest of the clerks, and increase their desire to sell. In the next place it sharpens your own ideas to simply tell them that you want new ideas, and in the third place it clarifies the ideas which are floating around in your head.

"It may be some time before any results follow, but somehow the business gets a little more enthusiasm, life and vim. The store becomes neater, the display of goods better, the selling methods improved, and the business gradually enlarges. It is the way of nature."

A word to the manufacturers: In every line of business manufacturers are discovering that it is a very important matter with them as to whether their retail distributors are good business men, good distributors, making money and growing.

Formerly a manufacturer didn't care a tinker's dern about this. But he does today, oh, very much!

Therefore he not only helps the retailers in an advertising way, but he helps them to become better business men.

He posts up on the fundamentals of business—such as buying, selling, advertising, widow display, paying bills promptly, taking the cash discounts, and all these things. He makes his traveling salesmen learn them. And then he instructs his salesmen to talk these things interestingly and earnestly to retailers at any and every opportunity.

It is slow work, this matter of education, as any high school boy will tell you, but keeping everlastingly

(Continued on Page 20)

The 5c Cigar

You can make it at a Profit

The solution lies in the use of labor saving machinery such as the Model L Universal Scrap Bunch Machine.

For example: Manufacturers today are paying anywhere from $2.50 to $3.50 per thousand for bunch making, either straight hand work or using small hand devices. Figuring on this basis, the Model L Scrap Bunch Machine will show up about as follows:

	Cost per M
Present hand method - - -	$2.50
Model L Machine method - -	.90
Net saving - -	$1.60

This net saving represents the difference between turning out a 5c cigar profitably and breaking even or in many cases turning it out at a loss.

Model L Machines will produce from 450 to 500 *uniform* bunches per hour, either straight or shaped work, right or left hand bunches.

The Advantages of the Model L Scrap Bunch Machine

1. Straight or shaped work, equally well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. It will work large size or mixed CUT scrap of unequal sizes.
6. Handles perfectly shredded or thrashed scrap.
7. A long, even rolling for better smoking qualities.
8. Damp or dry tobacco handled with equally good results.
9. Low cost of upkeep: does not easily get out of order.
10. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
11. Fluffy filler because the tobacco is lifted from a hopper — a decided improvement over the gravity method of feeding.

Price $750 complete

f.o.b. Factory, Newark, N. J.

Universal Tobacco Machine Co.

116 West 32nd Street, New York

Factory: Newark, N. J.

After all nothing satisfies like a good cigar

(OVER)

Detroit News

(*Continued from Page 11*)

is the proud father of a bouncing baby girl. Miss Tobias arrived on Monday, September 1st, and tipped the scales at eight and one-half pounds. Mother and baby are doing fine. Papa looks natural, but his vest doesn't fit. Congratulations, Al, we hope all of your troubles will be "little ones."

Charles Bobrow, of Bobrow Brothers, Incorporated, Philadelphia, Pa., makers of "Bold," "La Tosella," "Recall" and "Topic" cigars, was on the list of out-of-town visitors last week.

Mannie Perez and Claude E. Turner, of Marcelino Perez Company, Tampa, Fla., manufacturers of "Tuval," "Redencion" and "Count Pontchartrain" clear Havana cigars, called on the trade here last week. This was Claude's first trip with the Perez line and Mannie came along to keep him company. These two knights of the grip reported business as being very good all along the route covered so far. Bert Johnson is the Detroit distributor for "Tuval" and "Redencion" brands and the Watkins Cigar Stores Company distribute the "Count Pontchartrain." All of these brands enjoy a splendid sale in the city of Detroit.

E. H. Briody, western representative for Kraus & Company, Incorporated, Baltimore, Md., was with us for a few days last week. While here E. H. made arrangements with the Charles F. Becker Company for the distribution of "Flor de Moor Triangulars." The "Flor de Moor Triangulars" go to the trade at $58 and retail at two for fifteen cents. They are packed in foil bundles of six cigars for forty-five cents. E. H. says this packing is a knockout and that he is getting big repeat business in all sections of the country. The new packing of "In-B-Tween" five-cent size, in round tin cans, is proving to be a very popular number. E. H. informs the writer that he had a wonderful business throughout the northwest and that he is looking forward for a big business this fall.

J. H. Robinson, of Roig & Langsdorf, Incorporated, Philadelphia, Pa., manufacturers of the famous "Girard" cigars, is spending a few weeks here in the interest of the cigar that's "Good to the last inch." Mr. Robinson is working with the sales staff of Howes-Shoemaker Company, local distributors for the "Girard" cigar, who are putting on a selling and advertising campaign. The "Girard" cigar, already enjoys a splendid distribution and a healthy sale in the Motor City. Many attractive window displays are seen throughout the city.

Mr. Riker and Mr. Freitag, representing the "Melachrino" and "Tareyton" department of the American Tobacco Company, were here last week, looking over conditions regarding these well-known brands. While here Mr. Riker and Mr. Freitag were piloted about the city by Billy Burke, who is in charge of the promotion work on the "Tareyton" and "Melachrino" cigarettes.

J. M. Cuyar, western representative of Andres Diaz & Company, manufacturers of Havana cigars, Tampa, Fla., called on the trade here last week and reported a very satisfactory business on his brands.

Herman Goldsmith, the pipe man of L. & H. Stern, Incorporated, New York, N. Y., was here last week showing his holiday line of pipes and holders. Herman reports a very successful trip over the route covered and that he was well pleased with his business here.

"Doc" Watkins, of the Watkins Cigar Stores Company, has closed his summer home at Union Lake for the season and has returned to his city home on Atkinson Avenue.

Eddie W. Klein, of the Cortez Cigar Company, called on the leading retailers and clubs here last week. The "Cortez" cigar is a very popular smoke with the Detroit public and enjoys a big sale and splendid distributions in all the leading stores. Eddie is very optimistic over the future of his brand in all sections of the country.

Herbert W. Coe, of Philip Morris & Company, Limited, was with us for a few days last week looking over conditions and conferring with Messrs. Finn and McVey, his company's representatives in the State of Michigan.

"Dick" Tobin, Michigan representative of the Continental Tobacco Company, Incorporated, is meeting with great success in placing his company's products on the local market. "Dunhill" and "Barking Dog" cigarettes are growing in sale with practically every dealer and there is a steady demand for "Revelation" smoking tobacco, which also has a wide distribution.

W. W. Tucker, of the W. W. Tucker Cigar Company, Dime Bank Building, is a clever advertiser for his store, always mindful of the wants of his customers. Consequently he has installed a large leather davenport where his customers can enjoy home comforts and rest while indulging in his smokes.

E. A. Rosemond, the official booster of "El Roi-Tan" cigars, for Michigan and Indiana, has been with us for the past three weeks promoting the sale of this well-known brand, working with the sales force of John T. Woodhouse & Company, local distributors of "El Roi-Tan" cigars. Eddie reports the sales on "Little Tan" to be very encouraging and that this size is going big in many sections. Eddie left for Indianapolis on Saturday to attend "Buyers' Week," which is a yearly event held by the Business Men's Association of the Capitol City.

Samuel Zinberg, of the House of Comoy, London, England, was on the list of out-of-town visitors last week. Mr. Zinberg reports the Comoy pipe to be growing in popular favor with the smokers in all sections of the country. The Watkins Cigar Stores Company are the exclusive agents in Detroit for the House of Comoy.

Yours truly,

Mike of Detroit

STORM DAMAGES CONNECTICUT VALLEY TOBACCO

Northampton, Mass., Sept. 3.

Heavy electric storm accompanied by hail did damage yesterday estimated at more than $100,000 to the tobacco crop in the Connecticut Valley towns of Hadley, Hatfield, Whately and Deerfield. The crop has been partially harvested in most places, but considerable acreage was still in the fields and hail fell very generally over the tobacco section. One of the trees blown over by the wind was the famous Jenny Lind elm at Hatfield, so called because Jenny Lind sang under it at the time she was spending her honeymoon in Northampton.

Of Course Appearances Count!

After all nothing satisfies like a good cigar

THAT in itself is enough to place Spanish Cedar Boxes, especially the BOITE NATURE, ahead of all other kinds of containers for Cigars.

Pleasing in Color,
Velvety and Attractive,
Clean and Light.

But that is by no means all there is to it. SPANISH CEDAR Tones up the Cigar; keeps it fit, fresh and mellow; and by imparting its own alluring aroma to the Tobacco, improves the blend.

GENUINE SPANISH CEDAR CIGAR BOXES look best and are best. No imitation or substitute ever produced can be compared to them.

York County News

September 15.

The York County cigar manufacturers have developed their industry to a point where they are now recognized throughout the entire United States as the makers of quality nickel cigars.

They have obtained this recognition by their progressive methods of merchandising, and the uniformity of their product, both as to quality and workmanship, which has been obtained at great expense by careful selection and preparation of their tobaccos, and also the method of packing their cigars in a manner that they reach the consumer in a condition he likes best.

The manufacturers are rewarded for their efforts in this direction by largely increased demands for their merchandise, and factories are working at full capacity. New factories are being started, and all available labor is being employed, and in many instances, firms in this county have their production sold for the balance of this year, and are refusing to accept further orders.

A well-attended meeting of the York County Cigar Manufacturers' Association was held on the evening of September 8th at Red Lion.

Many interesting matters were brought to the attention of the members and discussed.

Among the guests present were Harry Hene, New York City, representative of the East Prospect Cigar Company, East Prospect, Pa.; Fred. Charles, of the Fred. Charles Company, Mohawk, N. Y., who spoke on some of his many interesting experiences in the cigar business, and J. Reynolds Brady, Philadelphia, representative of the American Box Supply Company, Detroit, Mich., who spoke on the subject of "Good Business" and why it is going to continue.

President B. M. Hannigan, in his address, laid great stress on the fact that great praise and appreciation of his efforts was due to our friend, Rudy Ehehalt, local correspondent for the *Tobacco Leaf* publication, for his good work in the publicity campaign of the association, and to which all those present were fully agreed.

The manufacturers of this section will welcome the news that a Western Union Telegraph Company branch office will be opened in about thirty days in Red Lion, which will avoid the necessity of relaying telegrams by telephone to York, as they are compelled to do at present.

After a summer recess of about a month, the Lions' Club, of Red Lion, held their regular meeting and luncheon on September 8th, which was well attended.

They contemplate the pleasure of entertaining the Lions' Club, of Dallastown, on September 24th, and the Lions' Club, of York, Pa., two weeks later.

The Lions' Club is planning to place conspicuous signs at all street entrances to Red Lion, with a welcome from the Lions' Club inscribed.

The following visitors were present at the luncheon, and were warmly welcomed by President T. E. Brooks and all members:

Henry Voice, representing Pasbach-Voice Lithograph Company, New York;
E. B. Kincaid, representing Miller, DuBrul & Peters Manufacturing Company, Cincinnati;
J. Reynolds Brady, representing American Box Supply Company, Detroit, Mich.;
E. A. Allison, State Bank Examiner, Harrisburg, Pa.;
E. J. Kandle, State Bank Examiner, Harrisburg, Pa.

Hallam, Pa.

U. U. Blessing & Company have recently added a triangulares shape to their line, which is meeting with great success with the trade.

Yorkana, Pa.

Ellis B. Strickler has greatly increased his production on "Politano" and "Double Quality," cigars by occupying the recently finished addition to his factory, and the employment of more hands.

N. O. Swift Cigar Company is still enjoying a good volume of business on their "Jos. F. Willard" brand.

Yorkana Cigar Company have increased the production on "Garcia Triangulares" by opening another factory.

East Prospect, Pa.

East Prospect Cigar Company has installed one of the new Miller, DuBrul & Peters Manufacturing Company's automatic bunching machines, under the supervision of Mr. Kincaid of that company, which is working nicely.

This firm is introducing to the trade some new shapes with wonderful quality under their brands "Epco," "Emilia Garcia" and "Airedale."

A. F. Burg is working at full capacity turning out "Pinta" cigars which have a big following.

Spry, Pa.

H. L. Haines & Company have recently installed one of the new Miller, DuBrul & Peters automatic bunching machines to help speed up production on "Robert Fulton" cigars.

Windsor, Pa.

Herbert L. Smith, manufacturer of "Havana Brown" and "Jarona," individual foil wrapped invincibles, has just completed an addition to his Windsor factory, which enables him to employ a considerably greater number of hands.

W. H. Snyder & Company are occupying their lately acquired new factory which has a capacity for two hundred and fifty hands.

"Country Club" is still their leading brand.

Ed. Flinchbaugh, proprietor of the Windsor Cigar Box Company, is busy speeding up production to keep his many customers supplied with quality boxes.

Red Lion, Pa.

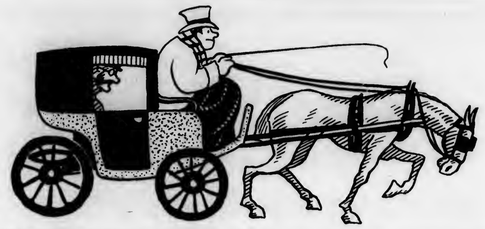
T. E. Brooks & Company now have ten factories making their "Havana Sweets" and "Canadian Club" brands, which are having a tremendous distribution.

Martin Neff & Son factories are working to capacity on their brands, "Grandella" and "Middy" individual foil wrapped invincibles.

Whorley J. Neff, of W. J. Neff & Company, is leaving on a trip to the Pacific Coast to visit their many jobbers of the "Robert E. Lee" brand.

G. A. Strobeck is still enjoying a big business on his "Gasco" brand and is now adding a triangulares shape packed five in a bundle, wrapped in transparent gelatin paper, under the brand "Reginita."

(*Continued on Page 18*)



PROGRESS

Most of us can still recall the hack, the horse-car and the many other one-horse methods by which things were moved or made.

The pace of to-day, however, has left these time-consuming contraptions far behind to be supplanted by high-powered methods, high-geared machines and organizations.

The cigar box industry, like all others has felt the urge of progress. While still made of wood because nothing else serves so well, the manner of manufacture, the quality and appearance of the finished product have been gradually improved to meet the new demand.

In this forward step, this organization has been no laggard. In fact we have always striven not only to keep pace with, but rather to anticipate, the trade's requirements.

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

"There's *something* about them you'll like"

Tareytons are working overtime for dealers everywhere. Their sales are growing—*growing*—GROWING! To stock them is to enjoy the prestige of a quality brand, and the profits from a popular one.

TWENTY FOR A QUARTER

Herbert Tareyton CIGARETTES

Superior Cigar Company have as their leader, the "Pay Day" brand.

D. C. Kaltreider, of D. C. Kaltreider & Sons, has just returned from a trip to the Middle West, where he found his brand, "Apollo" invincibles, individually foil wrapped, was having a big demand.

W. C. Frutiger, of W. C. Frutiger & Company, makers of "Victory" and "Bank Note" cigars, has gotten out his guns preparing for the gunning season and we can see visions of pot pie, etc.

Kelly Cigar Company, makers of the famous "Kelly" cigars, have added the brand "Kelly's Green Ribbon," individual foil wrapped, to their line, and have booked some nice, big orders.

T. L. Adair & Company are booked to capacity with orders for "Argood" "El Cortel" and "Boston Port" perfectos, with imported Sumatra wrappers, these cigars have duplicated everywhere they have been introduced.

McGuigan Cigar Company are enjoying their usual good business on their "Beechnut" brand.

T. C. Smith has recently added a number of new distributors on his "Magnet" brand.

J. C. Winter & Company are greatly oversold on "Skill" eight-cent cigars and "Champaigne" five-cent cigars, and all their factories are working at full speed.

Tampa Cigar Company feature "Federal Judge" cigars, which are popular sellers all over the country.

Consumers Cigar Box Company are constantly increasing their output on quality wooden boxes, their plant being equipped with the most modern automatic machinery, puts them in a position to fill orders promptly.

Earl Rost, makers of "Jose Grande" big perfectos, has recently opened up two new factories to increase production on this brand, which has a big call.

J. R.

DIVIDENDS DECLARED

P. Lorillard Company, quarterly 3 per cent. on common, and 1¾ per cent. on preferred, payable October 1 to stock of record September 15.

G. W. Helme Company, quarterly 75c on common and 1¾ per cent. on preferred, payable October 1 to stock of record September 15.

United States Tobacco Company, quarterly 75c on common and $1.75 on preferred, payable October 1 to stock of record September 15.

American Cigar Company, 1½ per cent. on preferred, payable October 1 to stock of record September 15.

Imperial Tobacco Company, of Canada, Ltd., 1½ per cent. on ordinary shares, payable September 29 at exchange rate of $4.49½ Canadian to the £1.

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

THE MORGUE OF BUSINESS FAILURES

The records of the morgue of business failures give "poor management" as the cause of a vast majority of commercial deaths, according to the Domestic Commerce Division of the Department of Commerce in "Budgetary Control in Retail Store Management," the first of a series of pamphlets prepared for the purpose of helping the American retailer overcome some of his more difficult business problems.

Failures have been attributed to lack of sufficient working capital, to a poor location, and are very often falsely laid at the door of economic changes. In summarizing these causes, however, the Domestic Commerce Division says that bad management in some form appears to be the explanation of most of them.

More thorough understanding of individual management problems will save many wobbling retailers, the division asserts, pointing to the fact that the retail store is conspicuous in the field of business enterprise for the number of casualties.

"Only in the past three or four years has the merchant realized that his business, as well as that of the manufacturer, is a science, and that he, too, can well afford to utilize many of the new methods which are being adopted in business management in the entire field of industry," the division says in advocating budgetary control.

Operation of a business is much like the running of a ship, the division points out, in explaining the need for better management. The captain has a goal—the port to which he is bound; the chart of the course; and the instruments, such as compass and sextant, to keep him on his course. The captain of a business must take the same precautions in guiding his business ship over the rough seas of competition and alternating periods of prosperity and depression. The established quotas and limits are the ports toward which the business pilot is heading; the budget; the map; and the comparison of actual with estimated figures corresponds to the ship's compass and sextant, for by this the direction of movement and the location of the business is determined.

Selling is the "little idol" in many retail organizations, the division says in connection with the subject of co-ordination of the activities of a business. Small consideration is given to the cost of these sales and the margin which they should yield. The bringing together of the costs and possibilities of the constituent elements of the selling process enables the community purchasing agent, the retailer, to arrive at an approximately correct relation between sales volume and expense.

The tremendous losses (caused by over-purchasing) which were taken during the last period of depression, can be attributed in part, to the lack of intelligent control of buyers activities, the division says in a chapter devoted to centralizing executive control.

Making forecasts and recording results, division of budget for control, sales budget, merchandise budget, operating-expense budget, advertising budget, and the advantages and disadvantages of budgetary control, are discussed in succeeding chapters of the pamphlet.

The publication was prepared by Laurence A. Hanson, formerly affiliated with the Boston Retail Trade Board and later managing director of the Massachusetts Retail Merchants Association, as a result of original research in the field with which the bulletin deals. The data was gathered directly from prominent retailers all over the country. It represents the co-ordinated opinions of the most progressive retail agencies, and presents an approach to the solution of the problem heretofore unattempted, according to the Domestic Commerce Division. The pamphlet known as Trade Information Bulletin No. 266 may be obtained upon request from the Bureau of Foreign and Domestic Commerce in Washington, or from any of the Commerce Department's offices.

BARNEY ISSUES INTERESTING BOOKLET

Production in the American tobacco manufacturing industry is being maintained at a high rate and both the immediate and long-term outlook are highly favorable, according to an exhaustive analysis of "The Tobacco Industry," published by Chas. D. Barney & Company, members of the New York Stock Exchange.

The book deals with the historical, agricultural, manufacturing and financial aspects of the tobacco industry, and contains a brief review of affiliated industries and statistical data on various tobacco companies. The growth of the American Tobacco Company and its influence on the economic status of the industry are treated in detail.

It says of the future of the industry:

"Viewing the tobacco manufacturing industry and its long distance aspects, its future is one of encouragement and promise. The saturation point does not seem to have been reached either in cigarettes, pipe tobacco or cigars, and there is room for growth in the per capita consumption of all three types of tobacco. Smoking is not a fad, to be adopted one month and abandoned the next. Once a man takes to smoking, he rarely discontinues the practice and it usually becomes a life-long habit with him. In times of stress he may be less indulgent, but smoking ordinarily is not regarded as a very expensive luxury and there is no great curtailment even in hard times.

"The manufacture of cigarettes, smoking tobacco, and chewing plug is established on a sound economic basis. Competition, if it becomes more keen, is more likely so to develop among the companies already in the field rather than from the intrusion of new manufacturers. A successful business in the last analysis is largely dependent on brands. The facilities for efficient and economical manufacture must exist, but they must be utilized in the production of tobacco, which has achieved popularity through its brand or trade name. Particular brands, once they are established in popular favor, usually maintained their popularity provided the quality that gained such favor is not allowed to deteriorate, and the name is kept constantly before the public mind through persistent advertising. In tobacco merchandising advertising plays an important part, and the successful manufacturer must not only be able to produce cheaply but to advertise effectively and extensively. Very few new manufacturers are, therefore, likely to enter the field on a large scale because of the heavy capital outlays necessary to build up large production units, and because of the large expenditures both of money and effort that would be necessary to build up popularity for new products.

"Apart from temporary market fluctuations, investment in seasoned tobacco manufacturing stocks of proved merit promises to give a profitable return viewed from the long-term standpoint.

PRINCE HAMLET
The Smoke of Peace
BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 3166
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet
After all nothing satisfies like a good cigar

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY
If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.
If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1924 requirements.
WE SPECIALIZE IN BOITE NATURE BOXES
First Class Cigar Boxes Guaranteed

Members of the industry are cordially invited when in Philadelphia to make the offices of
The Tobacco World
their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.
Telephone, Lombard 1768

Business Building

(Continued from page 12)

at it brings success—and one of the remarkable and encouraging features of business is that retailers are educating themselves from storekeepers to merchants; that they are becoming larger distributors, paying bills more promptly, ordering more carefully, returning fewer goods, cancelling fewer orders and becoming more profitable to manufacturers. All of which is very good. And it should encourage you to continue the good work of helping the retailer in every way possible.

The executive of a large business house was selected to address the graduating class of a business college. I wish I could give you his whole address, for it was interesting, but the editor is a tightwad in giving me space.

One sentence stands out. "Business needs trained minds," he said. "High standards and constructive ability. It needs and richly rewards real leadership."

I want to emphasize the fact that these young fellows are coming into the world with trained minds, with knowledge of the latest methods, and they are going to put life into business.

Many of them, instead of taking jobs with big corporations, will buy out, or start, a small business of their own and "watch it grow." And their business will grow, believe me.

One of them may open a little cigar store, candy store, and light novelties combined. He may settle near you. And, unless you too have trained your mind, and utilized the later methods, he will swipe your trade.

All of which will be sad. It will be *very* sad for you.

Don't simply read this Business Building Department, and business journals. STUDY THEM. Adopt the hints and suggestions, which would help your trade. Particularly be interested in the little ideas, which seem too small to bother with. They are really the ones that will prove your lifeboat in the rough sea of competition which is coming.

DALTON TAKES ON "NOTTINGHAM"

The firm of M. J. Dalton, distributors of imported and domestic clear Havana cigars in Philadelphia, have taken on the "Nottingham" brand, made by D. Emil Klein, for distribution in this territory. This brand is made by the Cuban hand method with a full Havana filler and Sumatra wrapper, and is packed exclusively in full cedar boxes, and retails at fifteen cents each and upward.

M. J. Dalton also distributes Pinkussohn's "Potpourri" smoking mixture in this territory and also has a wonderful sale on their own "Dalton's Stanley Mixture," which they ship constantly to many points throughout the eastern part of the United States.

They also report a splendid call for "Lozanos," made by the Morgan Cigar Company, Tampa, Fla.; "Lord Beaconsfield," made by Pamies, Arango & Company, Augustine, Fla.; "La Sinceridad," made by Berriman Brothers, Tampa, Fla., and "Marie Antoinette" made by E. Kleiner & Company, New York City.

JUNE CIGAR FIGURES BELOW LAST YEAR, BUT JULY CIGAR PRODUCTION ENCOURAGING

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of July, 1924, and are issued by the bureau. (Figures for July, 1924, are subject to revision until published in the annual report):

Products		*July, 1923*	*July, 1924*
Cigars (large):			
Class A	No.	209,718,450	234,356,248
Class B	No.	143,771,700	126,855,265
Class C	No.	222,683,196	220,431,080
Class D	No.	10,539,738	10,817,248
Class E	No.	2,463,119	2,603,461
Total	No.	589,176,203	595,063,302
Cigars (small)	No.	36,620,233	45,014,800
Cigarettes (large)	No.	1,587,662	1,212,263
Cigarettes (small)	No.	5,839,707,747	6,583,239,847
Snuff, manufactured	lbs.	2,426,966	3,096,199
Tobacco, manufactured	lbs.	31,209,715	31,310,998

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in enclosed supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of July:

Products		*July, 1923*	*July, 1924*
Cigars (large):			
Class A	No.	4,688,600	10,683,150
Class B	No.	785,050	1,906,400
Class C	No.	2,958,000	4,872,660
Class D	No.	7,500	5,525
Total	No.	8,439,150	17,467,735
Cigars (small)	No.	1,000,000	2,000,000
Cigarettes (large)	No.	77,000	2,500,000
Cigarettes (small)	No.	54,000	60,000

Tax-paid products from the Philippine Islands for the month of July:

Products		*July, 1923*	*July, 1924*
Cigars (large):			
Class A	No.	14,275,072	15,804,540
Class B	No.	310,153	349,275
Class C	No.	156,353	84,780
Class D	No.	.....	2,029
Class E	No.	1,040	150
Total	No.	14,742,618	16,240,774
Cigarettes (large)	No.	.....	200
Cigarettes (small)	No.	58,070	77,320
Tobacco, manufactured	lbs.	140	1

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of June, 1924, and are issued by the bureau. (Figures for June, 1924, are subject to revision until published in the annual report):

Products		*June, 1923*	*June, 1924*
Cigars (large):			
Class A	No.	211,426,057	222,902,525
Class B	No.	141,996,523	114,462,165
Class C	No.	225,165,998	212,650,581
Class D	No.	10,158,197	10,762,604
Class E	No.	2,767,349	1,953,681
Total	No.	591,514,124	562,731,556
Cigars (small)	No.	40,724,120	40,830,620
Cigarettes (large)	No.	1,568,521	1,523,550
Cigarettes (small)	No.	5,836,468,013	6,455,228,046
Snuff, manufactured	lbs.	3,308,385	2,533,082
Tobacco, manufactured	lbs.	32,538,820	31,031,974

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in enclosed supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of June:

Products		*June, 1923*	*June, 1924*
Cigars (large):			
Class A	No.	10,469,250	7,144,600
Class B	No.	1,355,900	860,150
Class C	No.	5,932,590	3,123,810
Class D	No.	3,600	4,325
Total	No.	17,761,340	11,132,885
Cigars (small)	No.	2,000,000	2,000,000
Cigarettes (large)	No.	55,000	500,000
Cigarettes (small)	No.	1,000	60,000

Tax-paid products from the Philippine Islands for the month of June:

Products		*June, 1923*	*June, 1924*
Cigars (large):			
Class A	No.	14,421,075	12,881,520
Class B	No.	344,480	369,795
Class C	No.	193,637	86,213
Class D	No.	50	725
Class E	No.	130	740
Total	No.	14,959,372	13,338,993
Cigarettes (large)	No.	.....	200
Cigarettes (small)	No.	174,170	58,250
Tobacco, manufactured	lbs.	21	34

Note: Quantities of tax-paid products shown in above statements are indicated by stamp sales reported for the month.

CIGAR BOX MANUFACTURERS MEET

The fifth summer meeting and outing of the National Cigar Box Manufacturers' Association was held at the Hotel Tuller in Detroit, Mich., on Thursday and Friday, August 14 and 15. It was largely attended by the members, their wives and families. Thursday night there was a dinner-dance at the Hotel Tuller, and on Friday evening a supper and dance was held at Eastwood Inn.

The most important action of the convention was the establishment of an experimental plant for the association where all new mechanical devices and new methods of production operation will be given a thorough trial, following which reports will be rendered to the membership.

With the exception of some new rip saws, there has been no new mechanical invention in the cigar box manufacturing field in more than twenty years. Like the cigar industry of a few years ago, production is secured almost entirely by hand labor which is slow and expensive. In the larger cities in prosperous times it is almost impossible to secure labor.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

NEAR EAST:—43,895. For cigars, cigarettes and smoking tobacco. August 19, 1924. Miltiades Melachrino, Inc., New York, N. Y.

DETROIT UNION LEAGUE CLUB:—43,896. For cigars. August 22, 1924. American Box Supply Co., Detroit, Mich.

STEEL CITY MIXTURE:—43,897. For smoking mixture and all tobacco products. July 31, 1924. C. A. Gibbs Co., Pittsburgh, Pa.

FAYBROOK:—43,901. For cigars, cigarettes and tobacco. September 5, 1924. Brooks' Pharmacy, Inc., Fitchburg, Mass.

OVERHEAD VALVE PIPE:—43,902. For pipes, cigar holders, cigarette holders and cigars. September 5, 1924. Levi S. Levor, Attica, Ind.

YUNGFELLO:—43,904. For cigars, cigarettes and tobacco. September 6, 1924. Bayuk Cigars, Inc., Philadelphia, Pa.

LA DELMANO CLUB:—43,906. For cigars, cigarettes and tobacco. September 6, 1924. Louis Adelman, San Francisco, Cal.

DAYTONETTE:—43,907. For cigars, cigarettes and cheroots. August 13, 1924. Harry Jaskulek & Co., Dayton, Ohio.

TRANSFERS

VIRGINIA LOUISE:—43,022 (Tobacco Merchants Association) For cigars, cigarettes and tobacco. Registered January 2, 1923, by Col. A. B. Bowden, Los Angeles, Cal. Transferred to Pando Cigar Co., Los Angeles, Cal., April 5, 1924.

MARILYN MILLER:—41,543 (Tobacco Merchants Association). For all tobacco products. Registered January 2, 1920, by Bernard Lott, Boston, Mass. Transferred to Pacific Commercial Co., New York, N. Y., and Manila, P. I., December 1, 1920, and re-transferred to Meritas Commercial Co., Inc., New York, N. Y., August 22, 1924.

ALCORA:—32,316 (Tobacco Leaf). For cigars and cigarettes. Registered October 17, 1906, by Bernard Lott & Co., Boston, Mass. Transferred to Pacific Commercial Co., New York, N. Y., and Manila, P. I., November 24, 1920, and re-transferred to Meritas Commercial Co., Inc., New York, N. Y., August 22, 1924.

RAINBOW:—16,887 (Tobacco World). For cigars, cigarettes and cheroots. Registered January 6, 1909, by Wohl & Comstock Co., Chicago, Ill. Transferred to Harry Kantrovitz, Chicago, Ill., August 18, 1924.

ADLON:—43,759 (Tobacco Merchants Association). For pipes and smokers' articles. Registered April 15, 1924, by House of Comoy, Inc., New York, N. Y. Transferred to Imperial Tobacco Co., Buffalo, N. Y., September 6, 1924.

UNITED DIVIDEND

A regular quarterly dividend of 2 per cent. in cash and 1¼ per cent. in common stock has been declared by the board of directors of the United Cigar Stores Company, on the common stock of the company payable September 30 to stockholders of record September 15. The regular dividend of 1¾ per cent. was also declared on the preferred stock payable September 15th to stockholders of record September 1.

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

EXHIBITORS' COMMITTEE SUGGESTS LIBERAL SAMPLING AT NEXT TOBACCO SHOW

"Make the Tobacco Exposition of interest to the general public" is the keynote of the latest statement issued by the exposition committee of the Allied Tobacco Exhibitors' Association, from its headquarters in the Hotel McAlpin, relative to the Third International Tobacco Industries Exposition to be held at the Grand Central Palace, New York, January 19 to 24, 1925.

The public want to see interesting exhibits. They are not interested in just coming to the exposition and looking at a booth full of furniture and literature. They either want to see processes of manufacture or finished products attractively displayed and they all want to carry away samples like they do at the Food Shows.

It is very good advertising to distribute samples of your product direct to the consumer when they are willing to come to the show to obtain them and now that the committee has worked out a plan whereby you can sample to the public and at the same time get your cost back, the committee urges exhibitors to sample liberally, if possible.

In a sense the Tobacco Exposition should be run along similar lines to the National Food Shows where the public attend in such numbers that at times the doors have to be closed. Sampling accomplished this.

As a result of this idea the food manufactures all say that buying is stimulated for a long time after the shows are held.

The committee has decided, upon request, to permit exhibitors to print their own tickets of admission to distribute any time they see fit, the sooner the better. These tickets can be distributed free in large quantities, but to have a line reading as follows—This ticket with 50 cents will be honored at the Box Office of the Tobacco Show for one admission.

You could have a coupon attached to this ticket which the holder takes to your booth and obtains 40 to 50 cents worth of your merchandise free of charge, upon surrender of the coupon.

At the close of the show these stamped coupons of yours will be redeemed by the show management at the rate of 25 cents each, so the exhibitor will be practically getting back his cost of sampling and at the same time putting over a wonderful advertising campaign to the consumer.

A coupon of this character may also be inserted in exhibitors' advertising in the newspapers and can be redeemed with samples at the exposition in the same manner and paid for by the show management.

The exposition committee asks, "If there is any other way of advertising your products more effectively than by putting them right into the consumers' mouths and practically being paid while doing so, this committee would like to know it?"

A special ruling has practically been made by the Internal Revenue Department for exhibitors in this exposition who may desire to manufacture or show processes along these lines. A nominal cost, nothing to speak of, will permit of bonds to be taken out as a manufacturer in the Tobacco Industries Exposition.

The committee of the Tobacco Industries Exposition is working on many ideas for the benefit of the individual exhibitor as well as the exposition itself and its beneficial values for the entire tobacco industry.

Advice and co-operation will be given exhibitors in the arranging and construction of novel exhibits that will be more attractive to both the trade and the general public.

CIGAR BOXES
Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars
The WOODEN package is the retainer of AROMA from Factory to Consumer
The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO.

MEET MISS FILIPINA!

Sketched from life at Echague, Cagayan Valley, by C. A. Bond.

From the Cagayan Valley, where nature lavishes all good gifts on the Tobacco Grower, to the Cigar Factories at Manila, where generations of Cigar Makers have been trained in the art, Miss Filipina is a striking figure.

Her deft and nimble fingers aid in the various processes to bring the tobacco to rich maturity, pick the leaves, strip and roll them into those

MILD FREE-BURNING MANILAS

Good Honest Cigars at Honest Prices

ASK YOUR JOBBER

Manila Ad. Agency C. A. BOND, Mgr. **15 William St., N. Y.**

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LIBRA
RECEIV
OCT 4 1
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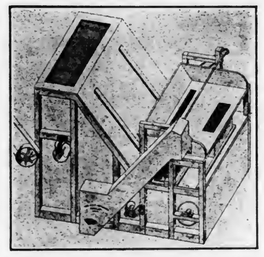
OCTOBER 1, 1924

VOLUME 44 No. 19

THE TOBACCO WORLD

JOHN H. BAKER
SCRAP CUTTER
AND
SEPARATOR



A Scrap Cutter and Separator that really does separate

Write for descriptive matter and new price

Cigar Manufacturers Making Short Filler

CIGARS

Will do well to try our

Blended Scrap Havana Aroma

On the market since 1902

Twenty years giving satisfaction right along

HAS A FINE AROMA

CAN'T TELL IT FROM THE REAL HAVANA

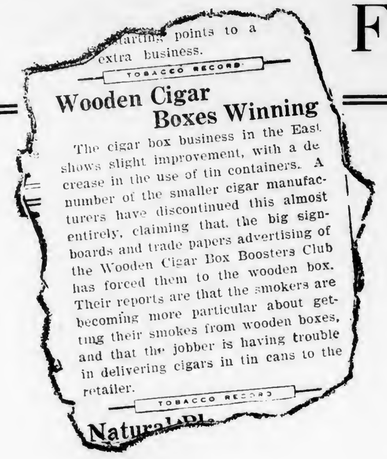
Write for sample and price

Baker Tobacco and Cigar Machinery Company

YORK, PENNA.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Boxes Now a Big Factor in Cigar Sales


startling points to a
extra business.
TOBACCO RECORD
Wooden Cigar
Boxes Winning
The cigar box business in the East shows slight improvement, with a decrease in the use of tin containers. A number of the smaller cigar manufacturers have discontinued this almost entirely, claiming that the big signboards and trade papers advertising of the Wooden Cigar Box Boosters Club has forced them to the wooden box. Their reports are that the smokers are becoming more particular about getting their smokes from wooden boxes, and that the jobber is having trouble in delivering cigars in tin cans to the retailer.
TOBACCO RECORD

(Clipping from the Aug. 27th issue of Tobacco Record.)

ALREADY our advertising of Wooden Cigar Boxes is showing its effect. Each day more and more smokers are becoming more and more particular about selecting their cigars from wooden boxes.

While some credit can be given to the advertising, the greater share is due to the fact that the wooden box actually is better. Its superiority is so evident that even the public can see it, and appreciate it when attention is called to it.

Pack your cigars in wooden boxes and share in the benefits of this advertising.

The Best Cigars are Packed in Wooden Boxes

After all nothing satisfies like a good cigar

This is our Sign at Atlantic City—It's 30 ft. high, 250 ft. long. It talks to Millions of People.

MELACHRINO cigarettes are made from the choicest and most carefully selected Turkish tobaccos grown, and because of their superb and unchanging quality, they have had no rival for forty-three years.

ORIGINAL

MELACHRINO

"The One Cigarette Sold the World Over"

UNION LEADER
REDI CUT
TOBACCO

BIGGEST AND BEST TOBACCO VALUE
THE 10¢ TIN

With your full retail dealer's profit

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President

CIGAR BOXES

QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
WILLIAM BEST, New York, N. Y. ..... Chairman Executive Committee
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HARVEY L. HIRST, Philadelphia, Pa. ..... Vice-President
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CHARLES DUSHKIND, New York, N. Y. ..... Counsel and Managing Director
Headquarters, 5 Beekman Street, New York City.

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W. S. FULLER, Hartford, Conn. ..... Treasurer
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NEW YORK CIGAR MANUFACTURERS' BOARD OF TRADE

JOSEPH WINNICK ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City.. Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 836 North Twentieth Street, Philadelphia, Pa.

MAN THOROUGHLY EXPERIENCED ON AUTOMATIC AND Suction Machinery desires position as foreman. Willing to move from Philadelphia. Reply to Box No. 475, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 44 OCTOBER 1, 1924 No. 19

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

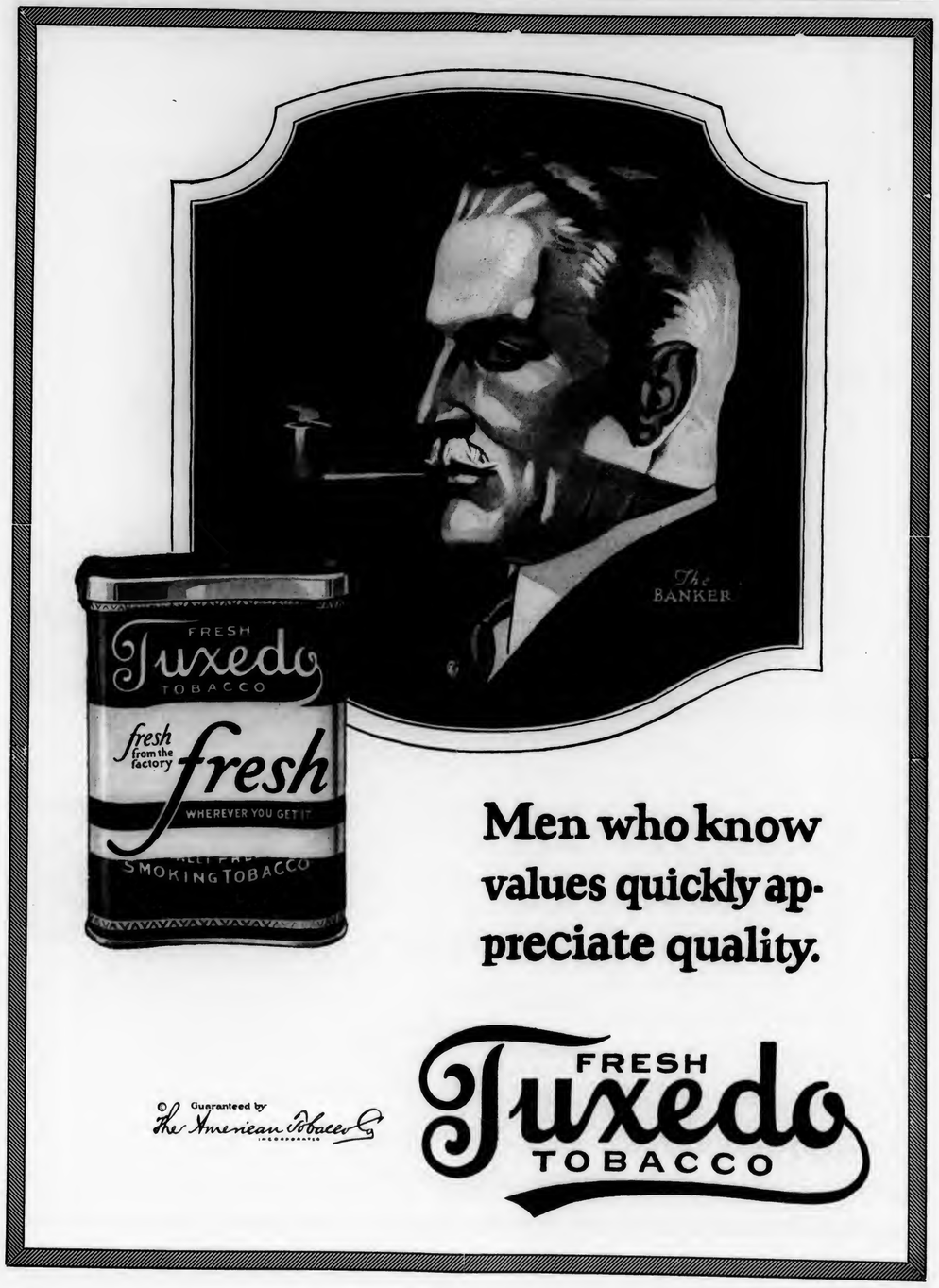
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY



Men who know values quickly appreciate quality.

Guaranteed by
The American Tobacco Co.

FRESH
Tuxedo
TOBACCO

WAITT & BOND

Blackstone

CIGAR

Havana

Filler

Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

Get the Utmost in SALES and ADVERTISING Values from your Cigar Containers by Packing Your Brands Exclusively in Wooden Cigar Boxes.

We Manufacture Quality Cigar Boxes and render prompt Service.

PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

LA PALINA
CIGAR
CONGRESS CIGAR CO. - Philadelphia, Va.

Volume 44

THE TOBACCO WORLD

Number 19

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 1, 1924 Foreign $3.50

EDITORIAL COMMENT

IT must be interesting, if nothing else, for the cigar manufacturers to read the various opinions expressed in the tobacco journals regarding the cause of the decline in cigar production. It is equally interesting for trade journal editors to hear the cigar manufacturers explain just what has caused the dullness in the trade.

To cover that point briefly, we have expressed a number of opinions ourselves, all of which we believe to be sound. We don't think that it has been attributable to any one cause. On the other hand, it is undoubtedly due in part to a selfish spirit on the part of the cigar manufacturer as much as to anything else. We say this because business records show that where there is complete co-operation in an industry, there is usually a prosperous business condition.

Our main thought this issue is, we hope, constructive. "How can we help make the cigar business better?" is the thought running across our mind. Honestly, we can't say that our idea is the best, but we do know that it has been successfully worked out by individual cigar concerns. To make our point more clearly understood we want to relate the following story:

Some years ago we used to spend considerable time with the assistant advertising manager of a large cigar concern. We brought to him the complaints of subscribers that his cigars were not confined to so-called cigar stores, but that they could be purchased almost anywhere. One retail cigar dealer pointed out that in his block there was one other cigar store, a drug store, two lunch rooms, a pool room and two barber shops, all selling this one brand of cigars. The complainant contended that he was entitled to protection. If he did not get it, he would cease handling the brand.

We told this tale to our advertising friend, and tried to show him the error of the ways of the sales department. We contended that the retail cigar store was entitled to protection; that his firm should not go into the highways and byways looking for new outlets where they already had a good outlet; that first of all the retail cigar dealer should be protected because he was a retail cigar dealer.

Incidentally this was a number of years ago, as we have said, and we are still publishing a trade paper. But our advertising friend is one of the brightest lights in the advertising firmament today and has risen to enviable heights.

But to return to our story, this man said: "We are not much interested in protecting the retail dealer because he does not protect us. He cuts the price if it suits his fancy, or he puts our brand under the counter for one reason or another. What we are looking for is distribution. The more places cigars are sold, the greater the consumption. We will sell our cigars to a restaurant, a news stand or a barber shop if we can increase our sales thereby. Paste it in your hat, that the more places cigars are offered for sale, the greater the annual sales."

We still clung to our ideal of cigars being sold only in retail cigar stores, and we continued after nearly a year of argument to maintain that it was an error to create new competition for the legitimate cigar store.

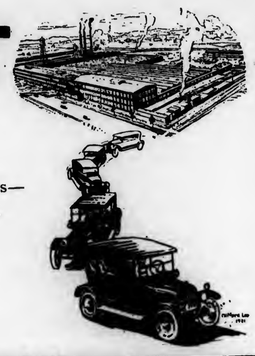
The answer is that the policy has brought this cigar firm to the foremost rank of cigar manufacturers; the advertising man has passed on to new fields and pastures green in the advertising game.

In the past six months this policy has been demonstrated most forcibly to us. We have bought cigars in barber shops, lunch rooms and other places where if our theory had been carried out, no cigars would have been for sale. As a result we smoked and passed around several score of cigars which we would not have been able to get at the time when we wanted them if it had not been for the distribution in other than cigar stores.

We are now willing to admit, however, that it is distribution that increases sales (among other methods), and we believe that the more places there are that offer cigars for sale, the greater will be the prosperity of the industry.

And as a matter of fact the last statistics we saw showed that out of every five outlets for tobacco products, only one was listed as a retail cigar store.

DETROIT



Detroit Factories Humming to Satisfy Holiday Orders—
New Mazer-Cressman Plant Nearing Completion—
J. C. Smith Succumbs to Apoplexy—Gang
Caught Charged With Systematic Robbery
of Woodhouse Company

September 25, 1924.

DETROIT is destined to excel all cities on this side of the Atlantic. The growth of Detroit from a comparatively small city to one of the largest in the country has astonished the entire nation. With its great industries it is destined to surpass them all.

Detroit's various cigar manufacturing plants are reported to be making big preparations for the holiday business, all factories are operating on full time to catch up on production, in order to make prompt delivery on one-fortieth packings. Retail dealers report the fall business as being fair, but all of them are optimistic and are placing large orders for holiday goods, which they predict will be the best ever. The jobbing situation is reported to be very good from a standpoint of sales, but the profits are small. Collections are slow and the credit men are very cautious. Many failures have been reported during the past thirty days. The cut-price situation remains about the same, with no relief in sight.

While making my rounds last week I dropped in to see Jacob Mazer, of the Mazer-Cressman Cigar Company, and as usual found him busy and up to his neck in work. Mr. Mazer had just returned from Cincinnati, Columbus, Dayton and Newark, where he made a tour of inspection with J. D. McKinnon, who has charge of the Ohio factories. Mr. Mazer states their brands are showing an increase in sale in all sections of the country, and that he is getting very encouraging reports from their distributors everywhere. Mr. Mazer says it is all their company can do to keep up with its orders, and that he is trying to enlarge the production capacity of all his plants. The new plant in Detroit will be opened very soon.

Joseph C. Smith, veteran retired tobacco man and president of the Weldt Acetylene Company, was stricken with apoplexy at 5.30 P. M. Thursday, September 18th, while riding to his home at 249 West Grand Boulevard, and died shortly after. Mr. Smith was identified for fifteen years with the tobacco firm of Daniel Scotten & Company, and its successor, Scotten-Dillon Company. He was born sixty-seven years ago in Louisiana, Mo., and was practically "brought up in the tobacco business." His knowledge of tobacco was so well known that Daniel Scotten & Company brought him to Detroit to take charge of a department. He retired about seven years ago. Mr. Smith's family includes his widow, one son, Otis L. Smith, and two grandchildren.

Herbert W. Schloss, representing S. M. Frank & Company, New York, N. Y., manufacturers of pipes and smokers' articles, cigar and cigarette holders, called on the trade here last week with his holiday line of samples. Herbert reports he is enjoying a splendid business and that pipes are selling better than ever.

John W. Merriam, of M. Bustillo & Merriam, Tampa, Fla., called on the trade here last week, booking his holiday business. While in our city Jack makes his headquarters at the Detroit Athletic Club, of which he is a member.

"Police Arrest Drivers and Checkers as 'Inside Ring.'" Eight checkers and drivers for the John T. Woodhouse Company, 35 West Jefferson Avenue, who were arrested during the last week, comprise a ring which was responsible for the theft of $10,000 worth of tobacco from that company during the past three months. Those involved were: Eddie Bush, Leo Piper, Louis Guersky, Clarence Doherty, Glen McKinney, John Corrado, Maynard Masenich and Vernon Smith. Police say Smith implicated the others in a confession. All are held on grand larceny charges.

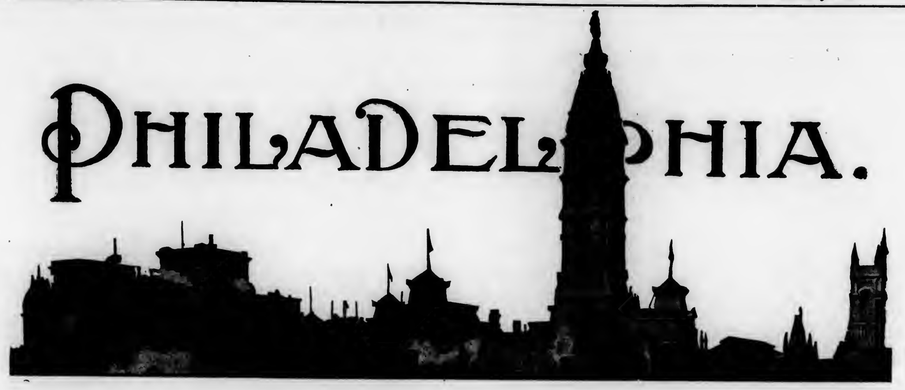
M. E. Myers has accepted a position with the Consolidated Cigar Corporation and in the future will be known as the "44" man. Among his associates and partners in crime he has the nom de plume of "Mike," so from now on "Mike" will make his headquarters while in the city with Marcero, Bump & Howell Company, local distributors of the Consolidated products. We extend to "Mike" our best wishes for success in his new position.

Miss Marie C. Oetting, office manager for M. A. LaFond & Company, Woodward Avenue cigarist, has returned from a business and pleasure trip to Chicago. Miss Marie says she had a wonderful time in the "Windy City" and that the boys were just lovely to her. She hopes to play a return engagement again within the near future. We wonder why! We asked if he is a blonde or brunette but she won't answer. Anyway, they say he is young and handsome.

The Pipe Is Back.—Cigarette smokers are falling off in Detroit, according to a downtown tobacconist, due to the increasing vogue of the pipes in England. "Americans unconsciously imitate the English," the tobacconist declared. "Nine Englishmen out of ten

(*Continued on Page 12*)

PHILADELPHIA.



THE Tobacco Merchants' Association is and has been an institution of great benefit to the tobacco industry, and the committees in charge of the various matters have no doubt been functioning practically, but with manufacturing and market conditions as they are at present, it is relevant to the cigar industry to advise the early adoption of a separate trade association comprised of cigar manufacturers only, to function separately and also in conjunction with the Tobacco Manufacturers' Association.

As has been demonstrated in the success of the York County Cigar Manufacturers' Association, a trade association for each section or locality with monthly meetings, would be the logical plan, as each locality develops conditions to be solved, that apply particularly to that section.

Trade associations are in existence for practically all lines of manufactured merchandise, and have been found invaluable to the manufacturers and the cigar industry should be no exception.

About fifteen years ago Philadelphia had a trade association of cigar manufacturers who met for luncheon and the discussion of problems of the industry, and these meetings were credited with good results and the creation of lasting friendships.

This association included Otto Eisenlohr, of Otto Eisenlohr & Brothers; Richard Gumpert, of Gumpert Brothers; Isadore Langsdorf, of Antonio Roig & Langsdorf; P. C. Fulweiler, of P. C. Fulweiler & Brothers; John H. Boltz, of Boltz, Clymer & Company; Joseph Vetterlein, of Vetterlein Brothers; L. Lichten, of Lichten Brothers, and Robert Klee, of Klee & Wolf, these gentlemen representing the majority of the largest representative firms in Philadelphia of that period.

Herman G. Vetterlein, tobacco broker, also attended these meetings and is the only surviving member of this association.

Technical processes of manufacture in the cigar business have changed so that we find the old-time paper work and American handwork obsolete, and Spanish handwork is now only used by some firms manufacturing very high grade clear Havana cigars, and the apprentice labor for this style of work is negligible.

Cigar manufacturers who give thought to the future possibilities of the cigar industry, realize that the future depends on machinery, which has already become a necessity for production, and a local trade association, with a machinery committee, could arrange for the placing of the various machines for experimental purposes, in an experimental factory, selected by mutual agreement, where all manufacturers of that locality could get first-hand information, with a very small experimental cost, comparatively.

Any new developments in raw materials, or supplies to the cigar industry, could be tried out and the results given to the manufacturers, thus negotiating an incalculable amount of saving of time and money to each individual manufacturer.

Trade associations would make great strides towards the standardization of sizes, which subject has been advocated generally, but on which no definite results have been obtained, as no individual action can bring results.

It sometimes happens that some individual firm makes a practice of taking business at any cost, to take it from competitors, but the trade association with its friendly and sociable meetings, would get together all parties involved, and the erring one could be shown the folly of his acts, and all would realize that they had problems in common. The tendency to cut prices usually arises from ignorance of exact market conditions and manufacturing costs.

A reasonably uniform cost basis could be established with the members, and some members who had good cost systems could show other members the principles and proper practice of cost accounting, as used by them, to the benefit of the industry at large, as we all know that a competitor who knows his costs is less to be feared than one who does not.

The keynote of all trade associations is co-operation, which, when developed, will spell success when viewed from the standpoint of harmony, satisfaction and profits.

This co-operation from established local trade associations in the cigar industry would result in quickly establishing the fund for national cigar advertising, which the Tobacco Merchants' Association Committee is and has been endeavoring to create, and which will be the great means of developing the cigar business to a status in which it rightfully belongs.

"CIGAR SMOKING IS A GOOD HEALTHY HABIT."

J. R.

TOO LATE TO CLASSIFY

CAN YOU USE A LIST OF 20,000 CIGAR SMOKERS???

You couldn't build up a list like this unless you spent hundreds of thousands of dollars in advertising. Every man on this list bought Cigars—at one time or another—by mail, and paid for them in advance.

For particulars, write Box 478, "Tobacco World."

Philadelphia Jottings

The many friends of William F. Haller, of the Victory Cigar Box Company, 245 Race Street, Philadelphia, will be surprised to learn of his marriage on August 27, 1924, to Mrs. Mabel Morrow, at St. Paul's Presbyterian Church, Fiftieth and Baltimore Avenue, Philadelphia.

Frank Eiseman, of the Eiseman Cigar Company, manufacturers of the "Men-de-Lion" and "Stetson" brands, has left on a trip West.

This firm have booked a big quantity of holiday orders, and they will pack their brands with a very handsome holiday box wrapping.

Howard F. Pent, of the Coraza Cigar Company, has left on a trip to visit their jobbing connections in the Middle West, in the interest of the "Marshall Field" Brand, which has a big distribution in that territory.

J. A. Gerhart has taken over and is operating the cigar box factory formerly operated by Roig & Langsdorf, Incorporated, at Perkasie, Penna.

George Zifferblatt & Company, manufacturers of the "Madame Butterfly" brand, have been taking on all available labor, to increase production on this brand.

Roig & Langsdorf, Incorporated, report a largely oversold condition on their new size of "Roig's" as well as their new "Dollar" cigar.

Sun Cigar Company have recently added a new Longfellow size to their "Philadelphia Life" line.

MR. TAYLOR BACK FROM OCEAN TRIP

Mr. Taylor, of M. J. Dalton & Co., slipped away recently for a steamer trip to Jacksonville and return. He reports a rough voyage on the return trip, but all in all had an enjoyable time. He spent two days in Jacksonville and called on Gonzalez & Sanchez, whose brands are distributed in Philadelphia by M. J. Dalton & Co.

"NATURAL BLOOM" GOING STRONG

Dusel, Goodloe & Co., local distributors for the "Natural Bloom" cigar, manufactured by Harry Blum, 122 Second Avenue, New York City, reports that this brand is going big in Philadelphia, in spite of the fact that it is comparatively a newcomer in this territory. They report it is one of the best repeating brands they have ever handled.

$100,000 TOBACCO BURNS

Warsaw, N. C., September 12.

More than 100 employees of the L. C. Jenkins Tobacco Company here lost their jobs today when fire destroyed the stemming plant. Twenty carloads of tobacco were consumed by the flames. Damage totaled $100,000.

THE UNIVERSAL MODEL "S" CIGAR BANDING MACHINE

The many inquiries received by the Universal Tobacco Machine Company, in regard to their model "S" cigar banding machine, has caused them to make the following announcement to the trade in reference to it:

An average operator can band about 15,000 loose cigars or 10,000 boxed cigars daily on the model S machine, whereas the daily output of a more experienced, quick-working operator *should be at least 18,000 loose cigars or 12,000 boxed cigars.*

The motor, the motor-driven suction pump, the indexing cylinder and the magazine that holds the cigar bands, are all suspended underneath the table top out of the way of the operator. The bands, after being *automatically moistened,* are carried through an opening in the table top to a position most convenient for the operator to handle them with ease and speed.

The operator picks up the band by the ungummed end and with one motion wraps it around the cigar. There is no chance of "smearing up" the cigar or of gum getting on the under side of the band causing it to stick to the wrapper of the cigar.

Model "S" for boxed work.

The model "S" conserves fully 60 per cent. of the operator's time and the banding operation is reduced to its simplest terms. An inexperienced operator can be taught in less than two weeks to produce as much or more work on this machine than is possible even after months of experience by the hand method of cigar banding.

Cigar banders prefer the machine to hand work. In the cigar factories where we have made our tests with the model "S" the hand banders have received it most enthusiastically. It is less tiresome than hand work. It is much cleaner and more sanitary.

The machine is always under the control of the operator who can stop it at any time and if the operator leaves the machine it automatically stops feeding bands.

We feel sure that you will want one or more of these banding machines and for that reason we suggest the following: Let us ship you on memorandum a machine equipped for banding both loose and boxed cigars for you to try out for a week or ten days at the longest, in your plant, on your cigars and operated by one of your own employees?

The model "S" machine can be connected and driven from any electric socket on your lighting circuit.

If you are interested kindly advise us to that effect at once so that we may book you for a demonstration just as soon as we are in a position to make shipment.

Liberal terms can be arranged.

The same pipe—the same tobacco —yet it tastes entirely different

The surprising change in character of Burley leaf tobacco after having been "aged in wood"

DID you ever see Burley tobacco as it comes from the farmer's curing barn—a big leaf, dark green-brown in color, "new", unripe? Chew a bit of this leaf, and you'll find it rank, bitter, and unpalatable; smoke it, and you'll get only a hot stinging harshness.

Then open a tin of Velvet, test this same Burley after it has been "aged in wood", and notice the pronounced difference. The green has turned to rich brown, the bitterness has become mellow "body", the bite and harshness have utterly disappeared. What is left is Burley tobacco at its appetizing best—ripe, mild, seasoned, and just right for smoking.

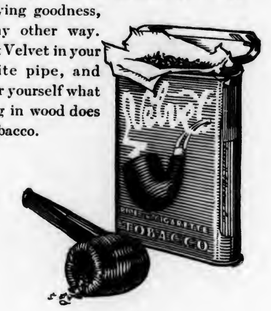
The increasing preference for Burley is shown by this 10-year chart of production.

Tobacco varies even on the same stalk. It takes expert buying to secure uniform high quality.

Here, then, are two extremes, green leaf and "aged in wood" tobacco. To make one from the other requires acreage of plant, equipment, and huge sums tied up in tobacco for long unproductive periods—for "ageing in wood" is a tedious and costly process. Countless experiments have therefore been made in the search for a faster, cheaper method of ripening—experiments ranging from greenhouse "forcing" to bacteriological colonizing; and some of these have been part way successful. But even at their best, the "hurry-up" methods fall somewhere in that intermediate ground between green leaf and ripeness, and far short of the mellow perfection gained by ageing in wood. In all our half century as tobacco manufacturers, we have found nothing that equals ageing in wood to ripen and sweeten tobacco for smoking.

Velvet, therefore, is made entirely of tobacco that has been truly aged—aged in wood. It is made of the highest grade of Kentucky Burley that money can buy, and every ounce of it goes through this mellowing process — nor can you get such mildness, such cool satisfying goodness, in any other way.

Put Velvet in your favorite pipe, and see for yourself what ageing in wood does for tobacco.



Velvet

—the aged in wood tobacco

Copyright 1924, Liggett & Myers Tobacco Co.

Detroit News

(*Continued from Page 8*)

smoke nothing but a pipe." Today Americans are perfectly willing to pay as high as $8 or $10 for a pipe, because it is now becoming the symbol of aristocracy.

S. Grossman, of Wallace & Schwarz Company, cigar and tobacco jobbers of Cleveland, spent a few days here last week looking over trade conditions.

Two armed bandits in an automobile held up Joseph Gill, a collector for the Brownie Drug Company, on Michigan Avenue, at 11 A. M. last Tuesday, and took a satchel containing $5000 from him. They made a quick getaway and were lost in traffic, although they were pursued for over a mile by passing motorists.

Herb V. Mesick, Middle West representative for Cuesta, Rey & Company, Tampa, Fla., manufacturers of Havana bonded cigars, spent a few days with us last week looking over conditions. "Cuesta Rey" cigars are distributed on this market by the Chas. F. Becker Company and enjoy a fine sale in all sections of the city.

Stephen Herz, of D. Emil Klein Company, Incorporated, New York, N. Y., makers of fine high grade cigars, was on the list of out-of-town visitors who signed THE TOBACCO WORLD register at Bert Johnson's. Stephen reports business as being very good all along the route covered. He has many private brands on sale here and he sold some nice orders for the holiday trade.

A. Wollison, of A. Wollison & Sons. Incorporated, New York, N. Y., manufacturers of leather goods, cigar and cigarette cases, was with us last week showing his fine line of holiday numbers.

H. I. Shacklett, of Jose Diaz & Company, Tampa, Fla., made the rounds of the trade here this week, and reported a very satisfactory business on his line.

Geo. W. Stocking, of Arango Arango, Tampa, Fla., manufacturers of the famous "Don Sebastain" clear Havana cigars, signed THE TOBACCO WORLD register at Bert Johnson's last week.

Frederick Warnecke, representing Hargraft & Sons, Chicago, Ill., has been working the trade here on "Hudson Bay" tobacco. This high grade smoking mixture enjoys a very fine sale in all the leading stores here.

John Sadler, western representative of Perfecto Garcia & Brothers, Tampa and Chicago, called on the leading retailers and clubs here last week. John reported business as being very satisfactory.

E. P. "Fred" Oakes, of "Cressida" fame and official booster for E. H. Gato & Company, Tampa, Fla., has been with us for a few days looking over conditions and writing up the orders for the holiday goods. "Fred" was wearing the usual smile, happy as a lark, saying business was never better with him. The "Cressida" line is handled exclusively in Detroit by the Watkins Cigar Stores Company.

Fred Suss, of S. H. Furgatch y Ca, New York, N. Y., gave us the once-over last week and lingered around until all the dealers were filled up on his latest stories. Fred made his headquarters at Bert Johnson's, who distributes the "Vega del Rey" cigar, and I am informed he received a nice fat order for holiday goods, and that he was well pleased with his sojourn in the "Motor City."

A. Berkowitz, of the Continental Tobacco Company, was with us for a few days last week, making the rounds with "Dick" Tobin, Michigan representative for the Continental. "Barking Dog" and "Dunhill" cigarettes are growing rapidly in sale on this market, and the many brands of smoking mixtures for which the Continental are famous enjoy a splendid distribution and sale.

Henry Toplitz, western representative for the Pasbach-Voice Lithographing Company, Brooklyn, N. Y., called on the cigar manufacturers here last week in the interest of labels and bands.

J. C. Howard, of Faber, Coe & Gregg, Incorporated, worked the clubs and leading retailers here last week.

Mat Behrman, State representative for the Mazer-Cressman Cigar Company, visited headquarters last Saturday after a swing around the State calling on the jobbing trade. Mat reports the call for the Mazer products to be better than ever and that their brands are growing in sale in all sections of the State. The "Flor de Manuel" cigar is enjoying a very healthy sale, jobbers and retailers report a steady sale on same, and many predict that the "Manuel" cigar will be the leader within the near future. Mat is very optimistic over business conditions in the State and is looking forward to a tremendous holiday business.

J. M. Langfield, representing H. Anton Bock, New York, N. Y., called on the trade here last week and signed THE TOBACCO WORLD register at Bert Johnson's.

J. B. Annis, of Gradiaz, Annis & Company, Tampa, Fla., manufacturers of "Don Julian" and many other private brands, worked the trade here last week. Bunny reports business as being good with him, and his brands are showing real speed with all of his distributors. His trip through the far West was very successful, both business and pleasure. While sojourning with his Indian friends he was made a member of the tribe and christened "Big Chief Bunny" at the annual pow-wow. "Don Julian" cigars were served exclusively.

Mr. J. Henry, of the Runyon Tobacco Company, Sturgis, Mich., was a visitor to the Mazer-Cressman Cigar Company last week.

Now that the summer vacations are over and everybody has settled down to business, its very important for dealers to keep posted on what's doing in the tobacco industry. THE TOBACCO WORLD publication prints all the latest news and reaches all points. Don't be without it.

Yours truly,

Mike of Detroit

HARRISON PRESIDENT OF UNIVERSAL LEAF TOBACCO COMPANY

F. N. Harrison, of Richmond, Va., was elected president of the Universal Leaf Tobacco Company at a meeting of the board of directors held at that place last week. Mr. Harrison has been connected with the company for the past ten years in various responsible positions and is looked upon as a very capable man to direct the affairs of the company. Mr. Harrison's brother is president of the Export Leaf Tobacco Company, a subsidiary of the British-American Tobacco Company.

MEET MISS FILIPINA!

Sketched from life at Echague, Cagayan Valley, by C. A. Bond.

From the Cagayan Valley, where nature lavishes all good gifts on the Tobacco Grower, to the Cigar Factories at Manila, where generations of Cigar Makers have been trained in the art, Miss Filipina is a striking figure.

Her deft and nimble fingers aid in the various processes to bring the tobacco to rich maturity, pick the leaves, strip and roll them into those

MILD FREE-BURNING MANILAS

Good Honest Cigars at Honest Prices

ASK YOUR JOBBER

Manila Ad. Agency C. A. BOND, Mgr. **15 William St., N. Y.**

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

A LITTLE Business Sermon," said a business expert, "and I will take as my text 'The Retailers Should be Taught How to Sell.'"

And he handed out his preachment, which took an hour and a half to deliver. I know. For I was there and timed him. Just think of it, talking ninety good, honest, solid, jealous minutes about what retailers should do, when almost every retailer in the broad land believes he is the yellowest sunflower in the country when it comes to knowing the selling game.

You are an expert in this great game, wise and gentle reader, I know. Because I can read your thoughts, and you and I can whisper confidentially that all the other retailers are pikers. But I throw out the thought that it is wise for you to keep on learning, for if you stand still in your self-satisfied consciousness the others will sneak up on you, and you will wake up to find they know more, and are better business folk than you; and they will steal your trade. All of which will be unpleasant, believe me.

Let us keep learning, therefore, you and I. Let us absorb the new facts and methods that are continually coming out—you, so you can hold your own in the growing competition, and I, so I can continue writing "good stuff" that has real meat in it and that will put muscle in the brains of my readers. Is it not so?

A very wise man stated that every man with whom he talked, no matter how ignorant the man, was able to teach him something. Therefore he sought knowledge from everyone.

Let us all do the same!

Now, there are the chain stores. One lesson, of great financial value, they can teach us—and that is, the value of location.

A chain store, planning to enter a town, seeks a good location. More! It seeks the best possible location, and, either in purchase or rental, it will spend what seems a foolishly extravagant sum to obtain it. The chain store managers have a high idea of the truth of the little business motto: "If you want to sell, go where the people are."

They go about it scientifically. They employ a man who carries a small hand numbering machine, and this man will spend a day, now in this location, now in that, a day at each place, getting the total number of people who pass certain buildings. The class of the people is then analyzed, and thus the chain store knows to a scientific certainty the best location in the town.

You can cogitate on this the value of location, and give due consideration to the matter. Perhaps you oughta move to a better location.

Work accomplishes more than any other factor in the world. No one can succeed without work, as a general rule the more and the harder he works the greater the measure of his success.

But, having thrown a beautiful bouquet to work, I am going to hand you a paradox, a contradiction.

Don't work too hard, if you want to succeed largely. Let George do it, instead. I will explain: Business is so complicated nowadays that no one can do it all. He must have help. Thus, you have one clerk—perhaps several.

Even with one clerk only, your success largely depends on the capacity of that clerk, and on your skill in managing him. And if you have several clerks, or several scores of clerks, or hundreds or thousands of workers, then your success depends absolutely on them—on the skill with which they are selected and on the capacity with which they are managed.

Carnegie was the most striking illustration of this fact. He often stated that he was not much of a worker, and that his success was due to the fact that he surrounded himself with men of greater ability than he, and that he "let them in" on a liberal share of profits which made them loyal, and caused them to work with might and main.

Train yourself to select the right men, therefore, and then train yourself to manage them so they will work for you with loyalty and enthusiasm.

Every cigar dealer should "talk shop" with other cigar dealers, and I hope you are addicted to this useful custom.

For though books are valuable and trade journals are invaluable, there is nothing in the wide, wide world like a good friendly tongue for imparting information from brain to brain—information that has the jingle of real coin.

But let me earnestly suggest that you talk shop to successful men, men who are doing a larger and more prosperous business than you.

For they will talk in words that sing and exhilarate and encourage and help. They will tell you what problems confronted them, problems which seemed like fierce and savage lions in their path and which turned the very marrow of their bones to running water. And then they will tell you how they mastered these fierce lions—tied them, muzzled them, pulled their teeth and set them working for their conqueror.

Such talks will help you mightily. They will put courage in your bones. They will help you solve your problems, and boost you up the ladder of success.

Whereas, if you talk shop to unsuccessful dealers they will hand you sob stuff of failures, of losses and

(*Continued on Page 22*)

Putting the Cigar Smoker in the Right Mood

IN pleasant anticipation of his fill of enjoyment, the Smoker selects his Cigars slowly and carefully.

There should be no possibility of doubt about the condition the Cigar is in when it is going to be offered for sale:—
It should be fully visible, so that it can show itself off properly:—
To make the right appeal, it should give ready evidence of its Good Tobacco Aroma which is always improved through being enriched by the inviting pungent fragrance of SPANISH CEDAR.

THE SPANISH CEDAR CIGAR BOX

is exclusively The Container for Cigars that meets every practical requirement and at the same time gives distinction to its contents.

After all nothing satisfies like a good cigar

SAFETY PIPE TAKING WITH TRADE

The Safety Pipe Company, of 296 Broadway, N. Y., has recently placed on the market a unique pipe that bids fair to make a hit with smokers.

An idea of the construction of the pipe may be gained from the accompanying cut. The pipe is made in the three pieces and the tobacco is loaded in the section containing the tip. Any kind of tobacco can be used. It is lighted at the end the same as a cigar.

The chief feature is the fact that there are no ashes or flying sparks. This makes a special appeal to automobilists, and is likewise in favor in trains, offices and homes for this reason.

The manufacturers guarantee the pipe to be fireproof and in addition it has a chamber to catch loose tobacco and saliva.

There are two grades of the pipe, one retailing at fifty-nine cents and the other made of French or Italian briar retailing at $1.25.

This pipe looks like a fast seller and interested jobbers should get in touch with the manufacturers at the above address, for territory. There is a good profit for both jobber and retailer.

CIGAR AND CIGARETTE HOLDERS HOLDING THEIR OWN

Washington, D. C.

The steady growth in the popularity of cigarettes has not apparently injured the pipe and cigar and cigarette holder industry, the production of the thirty establishments engaged in that industry last year being 36.2 per cent. greater than the value of the output produced by thirty-six establishments in 1921. Figures just issued by the Census Bureau show the production last year to have been valued at $9,704,816 as compared with $7,123,810 in 1923.

The report of the Census Bureau covers only establishments with a production valued at more than $5000 a year. Between 1921, when thirty-six establishments were reported, and last year, when thirty were reported, ten establishments went out of business, one had a production of less than $5000 last year, and five new establishments were listed. Thirteen of the establishments were located in New York, seven in Missouri and three in New Jersey.

Despite the decrease in the number of establishments there were 36.1 per cent. more wage earners employed last year than in 1921, the average being 2402 as compared with 1765. Wage payments increased 40.4 per cent., from $1,937,097 in 1921 to $2,720,218 last year.

The cost of materials, including fuel and containers, increased 35.5 per cent., from $2,825,856 to $3,827,927, and the value added by manufacture (the value of production less cost of materials) increased 36.7 per cent., from $4,297,954 to $5,876,889.

TAMPA CIGARMAKERS STRIKE

While the Tampa papers are inclined to make light of the recent strike of cigarmakers on September 25th, there can be no question but what it is most serious for the leading industry of that city. It comes at a time when it will do serious injury. About 12,000 cigarmakers are said to be out.

TOPIC
"Good from End to End"

Good for the dealer because:-

They are popular,
They are profitable,
They sell quickly.

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Bold-La Tosella-Recall

CIGAR BOX PRODUCTION INCREASES

Washington, D. C.

Wooden cigar boxes valued at $14,796,255 were produced in 170 factories last year, as compared with a production by 171 factories valued at $14,316,954 in 1921, according to figures just compiled by the Census Bureau, an increase of 3.3 per cent. In addition, wooden cigar boxes were manufactured to some extent by establishments engaged primarily in other industries which, when the figures are compiled, will make the wooden cigar box production as a whole probably $15,500,000. This secondary production in 1921, it is stated, was valued at $827,132.

Of the 170 establishments reported last year, fifty-two were located in Pennsylvania, twenty-two in New York, nineteen in Ohio and ten in Illinois.

The number of persons engaged in the industry increased 8. per cent., from 5248 in 1921 to 5713 in 1923, while salaries and wages increased 12.9 per cent., from $4,646,248 to $5,243,986. Contract work amounted to $14,029 last year against $1323 in 1921, an increase of 960.4 per cent.

The cost of materials, including fuel and containers decreased 7.8 per cent., from $6,778,439 in 1921 to $6,249,422 last year, while the value added by manufacture (the toial value of products less cost of materials), increased 13.4 per cent., from $7,538,515 to $8,546,833.

LINZ.

Word from Tampa indicates that it is a real strike. Members of the Tampa Cigar Manufacturers' Association state, however, that in all probability all difficulties will be quickly adjusted.

Insurance Policy
covering one
W D C
MILANO
PIPE
Whereas Wm. Demuth & Co. guarantee the bowl of this W. D. C. Milano Pipe to be hand made from genu Specially Seasoned Imported Briar and
Whereas the stem of said pipe is hand cut and fash from solid vulcanite
It Is Hereby Agreed that Wm. Demuth & Co., in t event of said bowl cracking or burning through, as a result o reasonable use within two years from date of purchase, will replace the pipe, complete, free of charge; and that if the stem breaks due to any fault of material, will replace the stem: provided that in either case the pipe is returned to the Company with this policy, together with name of dealer from whom purchased.
Wm. Demuth & Co.
230 FIFTH AVENUE
NEW YORK
"World's Largest Makers of Fine Pipes"

SHAPE ILLUSTRATED NO. 1745

SHAPE NO. 1711

SHAPE NO. 1747

SHAPE NO. 1761

"I have found the Perfect Pipe"

EVERY DAY, thousands of men find that Milano is the *Perfect Pipe*. Every day, Milano dealers report a steady sales increase. And all the time, Milano national advertising is working to build the sales higher still.

This advertisement, with a Consumer message, is appearing as a full page *in color* in Collier's Weekly, October 11th, and in black and white in the Saturday Evening Post of November 8th. *It will reach more than 3,200,000 people.*

If you don't handle Milano, you're passing up big profits. But if you are one of the wise dealers who are cashing in on the thousands of dollars we are spending, look over your stock right now, and order all numbers with which you are not plentifully supplied. You'll need them for the holiday rush.

WM. DEMUTH & CO., 230 FIFTH AVE., NEW YORK
World's Largest Manufacturers of Fine Pipes

"It's a W D C"

MILANO
The Insured Pipe

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

LET US HELP YOU
ELIMINATE THE TOBACCO BUG
By treating your tobacco with the exterminator
BY THE SHUEY PROCESS OF STERILIZATION
The only known preparation on the market that will give you permanent relief from future infections

Tested Approved and Adopted by Leading Growers, Packers and Manufacturers

USE OUR SATISFACTION TO DEALER Tobacco Herein Contained Treated by SHUEY'S Process of Sterilization BENEFICIAL TO CONSUMER PURITY STAMP

Harmless to user. Easy to apply without additional help. Why not insure your product now?

Does not in any way change the Taste, Aroma or Burning Qualities of the tobacco
Order Sample Gallon Today and Convince Yourself
SHUEY TOBACCO BUG EXTERMINATOR CO.
1436 WALNUT STREET CINCINNATI, OHIO

"BEST OF THE BEST"

OPTIMO CIGARS VERY MILD VERY MILD

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

CIGAR PRODUCTION STILL SHOWS DECLINE FOR AUGUST

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of August, 1924, and are issued by the bureau. (Figures for August, 1924, are subject to revision until published in the annual report.)

Products	*August, 1923*	*August, 1924*
Cigars (large):		
Class A ..... No.	231,043,090	234,144,022
Class B ..... No.	143,453,448	123,877,518
Class C ..... No.	229,804,667	203,348,728
Class D ..... No.	9,360,226	10,103,252
Class E ..... No.	2,603,337	2,153,457
Total ..... No.	616,264,768	573,626,977
Cigars (small) ..... No.	37,506,487	46,842,200
Cigarettes (large) ..... No.	951,021	970,365
Cigarettes (small) ..... No.	5,858,334,123	6,315,640,670
Snuff, manufactured ... lbs.	3,385,893	2,751,952
Tobacco, manufactured.. lbs.	32,786,654	32,206,741

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in enclosed supplemental statement.

SUPPLEMENTAL STATEMENT

Tax-paid products from Porto Rico for the month of August:

Products	*August, 1923*	*August, 1924*
Cigars (large):		
Class A ..... No.	6,702,175	9,291,045
Class B ..... No.	1,999,160	1,773,100
Class C ..... No.	3,732,650	5,036,520
Class D ..... No.	3,500	5,000
Total ..... No.	12,437,485	16,105,665
Cigars (small) ..... No.	1,000,000	1,000,000
Cigarettes (large) ..... No.	30,000	2,500,000
Cigarettes (small) ..... No.	42,000	81,000

Tax-paid products from the Philippine Islands for the month of August:

Products	*August, 1923*	*August, 1924*
Cigars (large):		
Class A ..... No.	16,224,387	16,561,323
Class B ..... No.	340,875	319,110
Class C ..... No.	74,857	132,124
Class E ..... No.	5,156	8,100
Total ..... No.	16,645,275	17,020,657
Cigarettes (small) ..... No.	141,660	32,800
Tobacco, manufactured.. lbs.	18	15

Note: Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.

BOSTON UNIVERSITY BANS SMOKING

Boston University girls who go in for sports this year must not smoke and must get at least eight hours' sleep each night, according to rules of the training committee.

Six infractions of the sleeping rule will be punishable, but there must be no backsliding where tobacco is concerned.

The rules are to apply only to the season of a girl's particular sport.

ORGANIZATION

However pressing the need, however ardent the desire, however lofty the ideal; there can be no permanent growth without organization.

Whether in the manufacture of automobiles or cigar boxes, the energy of man and machine must be co-ordinated if time, labor and money are to be saved.

A walk through any of our factories will convince you of the importance we place on organization and the degree to which it has been attained.

Make your boxing problem ours.

LESCHEY-MYERS CIGAR BOX CO.
CIGAR BOX MANUFACTURERS
YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASES
Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDEN way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."
Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF
HIGH GRADE CIGAR BOXES
CEDAR SAW
END PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. 4270 LEXINGTON ESTABLISHED 1875.
657-641 EAST 17 ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

T. M. A. CIGAR COMMITTEE MEETS

The special subcommittee on cigars appointed by the T. M. A. to consider various plans for the promotion of the cigar business held another meeting last Thursday, the eighteenth, which was attended by

Robert E. Christie, Vice-President, American Cigar Company;
G. W. Van Slyke, President, G. W. Van Slyke & Horton;
Julius Lichtenstein, President, Consolidated Cigar Corporation;
Louis A. Kramer, representing Samuel Bayuk, President, Bayuk Cigars, Incorporated;
Marcus Conlan, of Waitt & Bond,

and which was presided over by Mr. William Best, vice-president of the General Cigar Company, Managing Director Charles Dushkind acting as secretary.

Mr. Richard C. Bondy, vice-president of the General Cigar Company, though not a member of the committee, was also present and took an interesting part in the discussion.

Letters from Mr. Geo. H. Hummel, vice-president of P. Lorillard Company; Mr. Mortimer Regensburg, of E. Regensburg & Sons; Mr. Ben R. Lichty, chairman of the board of Otto Eisenlohr & Brothers, Incorporated, regretting their inability to attend this meeting were read by Mr. Dushkind.

The meeting, which was held in Mr. Best's office at the General Cigar Company's headquarters, lasted for about two and one-half hours, in the course of which the entire cigar situation was thoroughly discussed, and various propositions calculated to increase the popularity of cigar smoking, submitted not only by members of the committee but also by others, were earnestly considered. However, no definite conclusions have been reached, but it was clearly apparent that the discussion at this meeting has so clarified the situation that some definite program is very likely to be agreed upon at the next meeting of the committee, which will be held in the near future.

It may be added that after carefully analyzing the entire cigar situation it seemed to be the unanimous opinion of those present that although cigar consumption has failed to keep pace with the growth of other industries and with the constantly increasing population of the United States, there is absolutely no cause for any uneasiness about the future progress of the cigar industry and that pessimistic talk is neither justified nor conducive to better business.

U. S. DEPARTMENT OF AGRICULTURE TO HAVE EXHIBIT AT TOBACCO SHOW

The Third Tobacco Industries Exposition to be held at the Grand Central Palace, New York, National Tobacco Week, January 19th to 24th, promises to be thoroughly complete in its international phase and vastly larger than the two previous expositions, according to advices from the Hotel McAlpin, headquarters of the Allied Tobacco Exhibitors' Association, of which Samuel Levine is president.

Paraguay and Brazil are among the countries that have recently expressed desires to have exhibits of their tobacco and the Bahia tobacco growers of Brazil are anxious to provide a complete and comprehensive exhibit of Brazilian tobacco to the American manufacturers and consumers.

Porto Rico interests are anxious also that their display in the forthcoming exposition be larger than their previous exhibits and the matter of a special and greatly enlarged exhibit is now being considered by Governor Towner.

The Department of Agriculture of the United States promises an educational exhibit of considerable value to the entire tobacco industry.

Miller, Du Brul & Peters have taken space in the Third International Tobacco Industries Exposition, to be held National Tobacco Week, January 19th to 24th, at the Grand Central Palace, New York, under the auspices of the Allied Tobacco Exhibitors' Association, of which Samuel Levine is president.

Additional proof of the one hundred per cent. cooperation of every branch of the tobacco industry with the Allied Tobacco Exhibitors' Association, of which Samuel Levine is president, in the Third International Tobacco Industries Exposition, is shown in the offer of the United Cigar Stores Company to display cards and posters of the exposition in their stores. Other prominent chain store systems are giving this matter favorable consideration.

After all nothing satisfies like a good cigar

GROWERS
AND
PACKERS
OF
Connecticut Shadegrown Wrappers
Florida and Georgia
Shadegrown Wrappers

We Are Now Ready To Offer Our Holdings In 1923 Crops.

AMERICAN SUMATRA TOBACCO CO.
131 Water Street New York City

After all nothing satisfies like a good cigar

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

AMBAR CIGARETTES:—43,908. For cigarettes. July 26, 1924. Benson & Hodges, New York, N. Y.

GALLAGHER'S TAMP-A-KE:—43,909. For cigars, cigarettes and tobacco. September 9, 1924. H. E. Lupold, Lancaster, Pa.

DON DUCTO:—43,915. For cigars. September 17, 1924. A. M. Thompson, North Salem, Ind.

BUSHBLEND:—43,918. For all tobacco products. September 18, 1924. Wm. P. Bushell, Haddon Heights, N. J.

FOSSILL:—43,919. For smoking pipes. September 12, 1924. B. Barling & Sons, London, England.

1357 CIGAR:—43,929. For all tobacco products. September 18, 1924. Moehle Litho. Co., Inc., Brooklyn, N. Y.

TRANSFERS

CHARLES THE GREAT:—12,911 (U. S. Tobacco Journal). For cigars. Registered November 28, 1890, by Schumacher & Ettlinger, New York, N. Y. Transferred to Salvador Rodriguez, New York, N. Y., January 14, 1892; also **170,187** (Patent Office). For cigars. Registered July 10, 1923, by Salvador Rodriguez, New York, N. Y. Transferred to Salvador Rodriguez, Inc., Tampa, Fla., August 14, 1924.

SALVADOR RODRIGUEZ:—176,826 (Patent Office). For cigars. Registered December 4, 1923, by Salvador Rodriguez, New York, N. Y. Transferred to Salvador Rodriguez, Inc., Tampa, Fla., August 14, 1924.

LOS TRES:—12,554 (Tobacco Leaf). For cigars. Registered October 24, 1896, by S. Rodriguez, New York, N. Y. Also **176,828** (Patent Office). For cigars. Registered December 4, 1923, by Salvador Rodriguez, New York, N. Y. Transferred to Salvador Rodriguez, Inc., Tampa, Fla., August 14, 1924.

INFANTA EULALIA:—15,042 (U. S. Tobacco Journal). For cigars. Registered by Witsch & Schmitt, New York, N. Y., February 3, 1893. Transferred to Salvador Rodriguez, New York, N. Y., September 2, 1893. Also **179,216** (Patent Office). For cigars. Registered February 5, 1924, by Salvador Rodriguez, New York, N. Y. Transferred to Salvador Rodriguez, Inc., Tampa, Fla., August 14, 1924.

ABELINA:—5636 (Tobacco Leaf). For cigars. Registered April 7, 1891, by S. Rodriguez, New York, N. Y. Also **176,827** (Patent Office). For cigars. Registered December 4, 1923, by Salvador Rodriguez, New York, N. Y. Transferred to Salvador Rodriguez, Inc., Tampa, Fla., August 14, 1924.

LURIDO:—28,879 (Trade-Mark Record). For cigars, cigarettes and tobacco. Registered August 21, 1903, by Geo. Schlegel, New York, N. Y. Through mesne transfers acquired by the Pacific Commercial Co., September 12, 1924, and re-transferred to the Merites Commercial Co., Inc., New York, N. Y., September 16, 1924.

FLOR DE LOZANO:—26,922 (Tobacco Leaf). For cigars, cheroots, cigarettes and tobacco. Registered February 1, 1904, by F. C. Lozano, Brooklyn, N. Y. Transferred to Morgan Cigar Co., Tampa, Fla., January, 1924.

FLOR DE LOZANO, NISTAL & CO.:—26,925 (Tobacco Leaf). For cigars, cheroots, cigarettes and tobacco. Registered February 1, 1904, by F. C. Lozano, Brooklyn, N. Y. Transferred to Morgan Cigar Co., Tampa, Fla., January, 1924.

EL LESSERO:—30,935 (Tobacco Leaf), and **31,167** (U. S. Tobacco Journal). For cigars, cheroots, cigarettes and tobacco. Registered January 15, 1906, by F. Lozano Son & Co., Tampa, Fla. Transferred to Morgan Cigar Co., Tampa, Fla., January, 1924.

FLOR DE HARVEZ:—27,046 (Tobacco Leaf). For cigars, cheroots, cigarettes and tobacco. Registered February 20, 1904, by F. C. Lozano, Brooklyn, N. Y. Transferred to Morgan Cigar Co., Tampa, Fla., January, 1924.

WALLS-COURT:—26,914 (Tobacco Leaf). For cigars, cheroots, cigarettes and tobacco. Registered January 30, 1904, by F. C. Lozano, Brooklyn, N. Y. Transferred to Morgan Cigar Co., Tampa, Fla., January, 1924.

CALATRAVA:—17,871 (Tobacco World). For cigars, cheroots, cigarettes, and chewing and smoking tobacco. Registered May 25, 1909, by American Litho. Co., New York, N. Y. Transferred to F. Lozano Son & Co., Tampa, Fla., and re-transferred to Morgan Cigar Co., Tampa, Fla., January, 1924.

VICLO:—36,912 (United Registration Bureau). For cigars, cheroots, cigarettes and tobacco. Registered September 15, 1911, by F. Lozano Son & Co., New York, N. Y. Transferred to Morgan Cigar Co., Tampa, Fla., January, 1924.

EL VICLO:—36,913 (United Registration Bureau). For cigars, cheroots, cigarettes and tobacco. Registered September 15, 1911, by F. Lozano Son & Co., New York, N. Y. Transferred to Morgan Cigar Co., Tampa, Fla., in January, 1924.

RIBBON GUM
TRAGACANTH
The Finest Qualities
A. D. SMACK CO.
80 JOHN STREET :: NEW YORK CITY

Business Building

(*Continued from Page 14*)

disappointments, and you will depart from them with hanging head, with a large crimp in your morale, and with no more courage than a rabbit in the kennel of a bulldog.

"I do all the work, make all the mistakes and get all the hell," said my friend, who is clerk in a cigar store, "and I don't like it one little bit."

"My friend," said the veteran travelling man to whom he was talking, "you deserve a grateful and smiling pat upon the back, and you also richly deserve two smart kicks applied in the proper place. The pat is for doing all the work. That is good. It is very good; and you will receive a rich reward. As for the other, you deserve one vigorous kick for making mistakes, and another generous kick for taking the hell.

"You don't have to make mistakes—only one at infrequent intervals, and that will be overlooked. To speak plainly, your mistakes show you are careless, and indifferent, and your heart is not in your work, therefore you are continually making blunders. In the eyes of your boss they more than offset the splendid service you render when you do all the work. And instead of building for yourself prestige, confidence, and friendship, you are building a reputation for incompetence. It is sad, and some one should shed bitter tears for you.

"Reform, my friend! Reform! Right-about face! Head up! Chest out! Forward march, leaving the mistakes behind, and march to victory and success.

"It is a great adventure you are in. This adventure of life. It is hard work, and the road is full of rocks and mud. But, gee, what fun it is, what pleasure, what exhilaration! Catch the exhilaration, me boy, and every day will be a gladsome song."

CIGAR BOXES
Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars
The WOODEN package is the retainer of AROMA from Factory to Consumer
The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.
After all nothing satisfies like a good cigar
The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers
CAN NOW GET
DILL'S BEST
SMOKING
TOBACCO
THROUGH ANY
REGULAR
JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE
SMOKING TOBACCO.

a million a day

2 for 15¢

A fraction of a cent profit on a cigar seems unbelievably small, but this profit, multiplied a million times daily, is sufficient.

Through selling such a vast number of White Owls, we are able to take an infinitesimal profit and put the rest into giving VALUE —most remarkable value.

This never-changing VALUE is responsible for the fact that White Owl smokers don't switch. Year after year they bank on White Owl——

-that's why a million a day

White Owl

After all nothing satisfies like a good cigar

General Cigar Co. INC.

286.89
J558

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OCTOBER 15, 1924

VOLUME 44 No. 20

THE TOBACCO WORLD

The Only SAFETY PIPE Known

BRIAR

French and Italian Retails **$1.25**

Other Grades Retail **59c**

A guarantee with every pipe.

No Sparks to Fly. The Smoker's Delight

Looks and smokes like a Cigar.

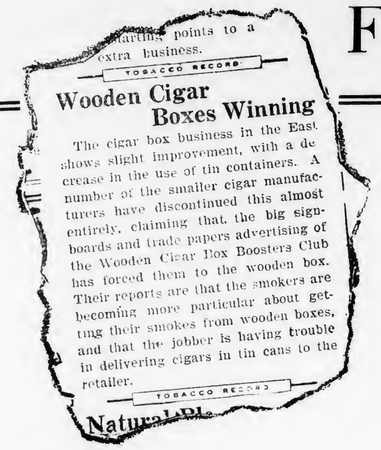
Can be placed anywhere while lit.

SAFETY PIPE, Inc.

296 BROADWAY NEW YORK, N. Y.

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Boxes Now a Big Factor in Cigar Sales


...arting points to a extra business.
TOBACCO RECORD
Wooden Cigar Boxes Winning
The cigar box business in the East shows slight improvement, with a decrease in the use of tin containers. A number of the smaller cigar manufacturers have discontinued this almost entirely, claiming that the big signboards and trade papers advertising of the Wooden Cigar Box Boosters Club has forced them to the wooden box. Their reports are that the smokers are becoming more particular about getting their smokes from wooden boxes, and that the jobber is having trouble in delivering cigars in tin cans to the retailer.
TOBACCO RECORD

(Clipping from the Aug. 27th issue of Tobacco Record.)

ALREADY our advertising of Wooden Cigar Boxes is showing its effect. Each day more and more smokers are becoming more and more particular about selecting their cigars from wooden boxes.

While some credit can be given to the advertising, the greater share is due to the fact that the wooden box actually is better. Its superiority is so evident that even the public can see it, and appreciate it when attention is called to it.

Pack your cigars in wooden boxes and share in the benefits of this advertising.

The Best Cigars are Packed in Wooden Boxes

After all nothing satisfies like a good cigar

This is our Sign at Atlantic City—It's 30 ft. high, 250 ft. long. It talks to Millions of People.

UNION LEADER
REDI CUT
TOBACCO

BIGGEST AND BEST TOBACCO VALUE
THE 10¢ TIN

With your full retail dealer's profit

LA PALINA
CIGAR
CONGRESS CIGAR CO. - Philadelphia, Va.

Get the Utmost in Advertising Values
at practically no expense
by using the
WOODEN CIGAR BOX
for your brands.
They help *sell* your cigars.
PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND
Blackstone
CIGAR
Havana
Filler
Absolutely!

ABOVE ALL Bold CIGARS

Take a tip Mr. Dealer---
Bolds are live ones--
for a quick turn-over.

Stock up with Bolds for big profits-quick profits.

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Topic-LaTosella-Recall

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX
LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"

OPTIMO
VERY MILD VERY MILD
CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

RETAIL STORE MANAGER, WHO HAS ALSO BEEN Jobber's Representative, desires position. Has had six years' experience and is at present employed in Philadelphia, but would change residence if necessary. Best of references. Address Box No. 477, care of "The Tobacco World."

POSITION AS SUCTION FOREMAN WANTED BY MAN thoroughly experienced in Suction Work. Twenty years' experience in the largest factories in the country. Box No. 471, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 44 OCTOBER 15, 1924 No. 20

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.

Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY

Fragrant aroma and delightful taste are difficult to retain, even in the finest tobaccos. We know only one way ~ toasting, a costly extra process, but worth it ~ the flavor wins.

LUCKY STRIKE
"IT'S TOASTED"

Guaranteed by
The American Tobacco Co.

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all, nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1924 requirements.

WE SPECIALIZE IN BOITE NATURE BOXES
First Class Cigar Boxes Guaranteed

Wolverine CIGAR MACHINES

BUNCH BREAKERS
CIGAR PACKERS
BUNDLE PACKERS
ROUND CAN PACKERS

PULTE-KORRECK MACHINE CO.
231 233 IONIA AVE. N.W.
GRAND RAPIDS MICH

Only Half the Story

SINCE 1900 the leaf tobacco of Porto Rico * * * has been slowly but steadily increasing in popularity, and now * * * is in great demand.

The quantity of tobacco of all types used annually by American cigar factories is about 150,000,000 pounds; the yearly imports of Porto Rico leaf approximate 26,000,000 pounds, or more than 17 per cent of the total.

"The American Cigar,"
By CARL AVERY WERNER in American Mercury.

No manufacturer in the United States uses all Porto Rico in his cigars. Blended with other tobacco, Porto Rican leaf is present in 25 to 30 per cent of the American production.

The White Stamps say it's PORTO RICAN

It's Good because it's PORTO RICAN

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 Water Street New York *J. F. Vazquez Agent* Telephone John 1379

Send for free copy "Tobacco Trade Notes"

Volume 44

THE TOBACCO WORLD

Established 1881

Number 20

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, OCTOBER 15, 1924 Foreign $3.50

EDITORIAL COMMENT

THE strike in Tampa and the rumors of a strike in the near future in another large cigar manufacturing section, should bring home as never before the necessity for an ever-increasing use of mechanical devices in cigar factories.

First of all, labor is not becoming more plentiful and this in itself is sufficient evidence of the need for more cigar-making machinery. In the second place, while green help cannot be put in charge of machines and produce perfect merchandise, the fact remains that unskilled labor can be taught the operation of mechanical devices in a comparatively short time.

Admittedly it will be a long time, if ever, when machines will be perfected to produce the fine shapes that have made so many Tampa brands famous, but for the ordinary run of cigars of class A, B and C, machinery can turn out a highly satisfactory product.

This ought to be a good year for the sale of machines adaptable to cigar production. In fact, one machinery salesman told us that during the past three months his sales have been exceptionally good.

It is obvious that purchases of machinery have not been made this year because of an excess of prosperity. It does indicate, however, that cigar manufacturers are coming to see mechanical devices for cigar production in the light of investment rather than expense. They are making the decision to give machinery a thorough trial, with the hope that they will have a more uniform product, a lower production cost and a more satisfactory situation for plant operation.

The manufacturers of machinery should also bear in mind that they owe a duty to the purchasers of their equipment. In our opinion mechanical devices have suffered in the eyes of the cigar manufacturers because the machine people have not developed the service end of their business.

We have a friend who sells an automatic machine in another field of industry. In the past three years probably fifty men have failed to make good with the company. Yet this friend of ours takes up the prospects cast aside by others and goes in and sells a machine. It has happened a score of times, and the president of the company admits that he is the only salesman that has consistently made sales where the machines have not come back later.

We asked this friend how he put the machines across with the prospects. He replied: "It isn't so much of a trick to sell the machines, but it's a helluva job to keep them sold, and that's where the other boys have fallen down."

The answer simply means that when he gets an order for a machine, he makes it a point to be on hand when it is delivered. He lives with it until it is operating satisfactorily. He makes regular inspections, and constantly renders service to his customers. He works strictly on a commission basis, and the service end comes out of his own time and money. Now that his employers have learned his secret, they are putting on a service department to back up their other salesmen. That is why this particular salesman is the only one who has never had a machine shipped back after once delivered.

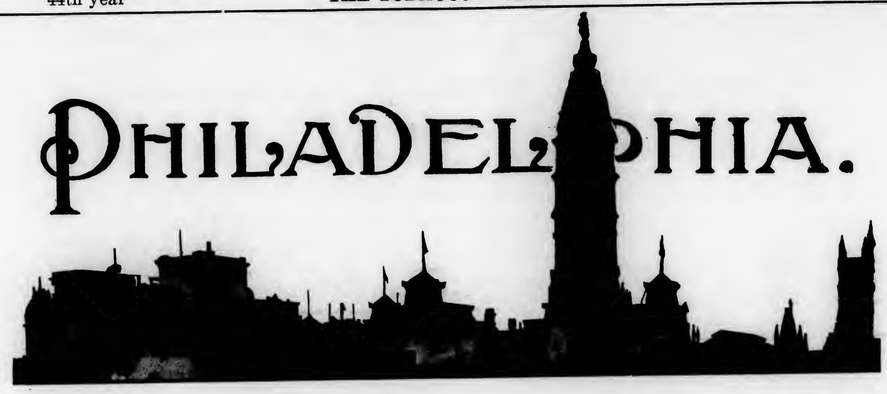
It seems to us that this story has a very pertinent application to the selling of cigar manufacturing equipment. You can go into almost any part of the country and find perfectly good cigar manufacturing equipment standing idle on the floor, or packed away in the basement or storeroom. It's idle nine times out of ten because the owner has been unable to get someone to operate the machine satisfactorily, or because something has gone wrong and, being unable to make the machine operate properly, the man has become disgusted and thrown it aside.

If the equipment manufacturers will give serious thought to an efficient service bureau, and consistently maintain its operation, it is very probable that they will find a rapidly increasing demand for mechanical devices.

DAVE MORRIS ON WESTERN TRIP

Dave Morris, of the Philippine Tobacco Agency, of 15 William Street, New York City, is on an inspection tour of the far western States. Mr. Morris expects to make his headquarters in San Francisco while away.

PHILADELPHIA.



October 15, 1924.

THE cigar manufacturers are experiencing a very busy business period and the question comes to many minds, as to whether business will continue to be good, and what the year 1925 will bring forth.

In a recent article in the TOBACCO WORLD the writer brought to your attention the fact that the history of the financial market shows us that when capital or loanable funds are at a peak, and when there is a large accumulation of idle capital for investment, and interest rates are low, it is a logical time for loans to be negotiated by all large corporations and public utilities to accomplish their refinancing.

We all know that money is never borrowed except to spend, and therefore all the many millions of dollars that have and will be borrowed in the near future has and will create greater employment in construction and other lines and develop increase payrolls and eventually find its way into retail channels.

This prediction of better business is strongly evidenced by the fact that in one week recently there was a noticeable rush of contracts by railroads for cars, rails and related supplies that called for more than fifty million dollars, and as a barometer of better times this buying is significant of coming trade conditions.

In addition to this there was about an 11 per cent. gain in movements of merchandise on the railroads that exceeded previous high records.

This furnishes undisputed evidence of trade expansion, and it was supported by forty-seven advances out of eighty-two changes in prices of wholesale commodities.

Banking officials report that they feel that the money market has reached its low level, and although commodity prices are rising, there is no thought of any great increase in interest rates for the next four months, all of which is incentive to further borrowing and refinancing by those concerns who have not already availed themselves of these favorable conditions.

Those larger financial interests in Wall Street whose forethought of things political are usually dependable continue to have confidence of a victory at the coming election for the present administration at Washington which will assure a continuance of the present forward movement in general business.

Above all else the position of the farmer has been changed and the maladjustment between the things a farmer has to buy and those he has to sell has been remedied through the rise in grain prices to the highest in three and one-half years, wheat now selling for about forty cents a bushel higher than at a corresponding period one year ago, and the farmer has added many millions to his coffers.

Foreign demand is chiefly responsible for these grain prices and it is estimated that six and one-half million bushels of wheat were bought recently for export within two days.

With the farmers of the United States holding an estimated surplus of seventy-five million bushels of wheat still to be sold, the financial status of the farmer is assured and his purchasing power increased proportionately.

While the banking interests report that the farmer in the West has been rapidly paying off his bank loans, and the Chicago mail order houses are being deluged with orders for merchandise from the farmers, the full force of the increased buying power of the farmer, promised by the great rise in grain prices, will not be felt until late winter and early spring, when the crops will have been sold, and the farmer knows just where he stands.

All these conditions point to increased demand and production for all commodities and it is logical to look for a continuance of the present increased demand for cigars, at least until the close of the year 1925.

The history of the cigar industry shows us that in the past it has been the first to feel a depression in business and the last to recover from a depression, and as the industry has now recovered, it behooves all manufacturers to maintain the excellence of their manufacturing methods and the quality of their product, to further enhance the sale of cigars.

J. R.

"PRINCESS MARY" INCORPORATES

The Princess Mary Cigar Company has been incorporated to engage in the manufacture of cigars, and the increasing demand for the "Princess Mary" cigar will now be able to be satisfied.

The capital stock of the company is $350,000 and the incorporators are David Sherman, Harry Lipschutz, and Larry Gerson of Philadelphia.

"SAFETY PIPE" MAN IN PHILADELPHIA

D. Swerdlow, of the Safety Pipe Company, Incorporated, 296 Broadway, New York City, is in Philadelphia this week, putting on a campaign with the retail trade. He is stopping at Green's Hotel, Eighth and Chestnut Streets, where he can be reached by telephoning Lombard 6900.

The safety pipe was described in the October first issue and has created considerable local interest. The pipe is made in French and Italian Briar retailing at $1.25 each, and a cheaper grade is sold at fifty-nine cents. There is a good margin of profit for both jobber and retailer in this article.

WILLIS ANDRUSS IN CHICAGO

Willis Andruss, sales manager for the Congress Cigar Company, was in Chicago last week, visiting the Chicago branch of the company. The Chicago branch reports that business on "La Palina" in that territory is increasing in a very gratifying way and prospects are bright for a big Christmas business on that brand.

JIMMIE GOLDWATER IN PHILLIE

Jimmie Goldwater, of "Natural Bloom" fame, was in Philadelphia this week conferring with their distributors, Dusel, Goodloe & Company. The "Natural Bloom" is going strong in Philadelphia, and has already exceeded all expectations, and it is now thought that it will prove to be one of the best sellers in the Philadelphia market in a very short time.

LICHTY RETURNS FROM SOUTHERN TRIP

Ben R. Lichty, of the firm of Otto Eisenlohr & Brothers, Incorporated, has returned from a trip through the Southern States.

The "Webster" brand, recently acquired by the Eisenlohr Company, has been well placed in Philadelphia and is meeting with gratifying success.

VICTOR LOPEZ IN TOWN

Victor Lopez, the "Henry the Fourth" booster, (Preferred Havana Tobacco Company), was a visitor in Philadelphia last week, and was much pleased with the progress his brand is making in local stores. The brand is well placed and repeat business is good.

PENT RETURNS TO HOME OFFICE

Howard F. Pent, president of the Coraza Cigar Company, has returned from a trip through the middle Western States in the interest of "Marshall Field," and was pleased to find that the brand is taking on well in that territory. Mr. Pent was also a visitor to the New York leaf market last week.

"KING PERFECTO" GOING STRONG

At the Kicico Cigar Company, 9 Bank Street, they report business on their "King Perfecto" showing a substantial increase over last year, and deliveries of holiday orders have begun. The Christmas packings this year include packages of ten cigars and also the one-fortieths. This factory is a branch of the Louis King Cigar Company.

Paul Brogan, president of the cigar distributing firm of Dusel, Goodloe & Company, was a visitor in New York last week, where he witnessed the world's series baseball games.

SALESMEN HEAR MILEAGE BOOKS WILL BE RESTORED

At a meeting of the board of governors of the National Board of Tobacco Salesmen's Associations on October 4th, President Freeman reported that interchangeable mileage books would be on sale after January 1st, and also that the Pullman surcharge would be eliminated by that time. Both these matters have been consistently fought for by the tobacco salesmen's associations.

At a recent hearing before Commissioner Campbell and Examiner Keeler, of the Interstate Commerce Commission, testimony was offered by examiners of the commission indicating that the Pullman Company charges its cars off its books at a depreciation rate of 5 per cent., the life of a car being estimated at nineteen and one-half years, while examiners contend that the actual life of a car is approximately twenty-five years and a rate of 3½ or 4 per cent. would be adequate. The examiners also criticized other bookkeeping practices of the company, alleging that certain charges were higher than they should be.

Officials of the company, on the other hand, defended the depreciation rate and other charges complained of, asserting that years of experience had shown them not to be too high, and contended that a fair rate of return on investment could not be maintained if Pullman rates were reduced.

STATE PARTY HITS TOBACCO

Jackson, Mich.

Anti-tobacco and anti-narcotic planks were added to the platform of the state Prohibition party, in session here today.

Miss Ida C. LaBanta, of Jackson, was nominated as the Prohibition party candidate for secretary of state, and John F. Easley, of Plainwell, for state treasurer.

A resolution condemning the use of tobacco and narcotics was offered by Frank E. Titus, of Jackson, prohibition candidate for United States senator, and unanimously adopted.

> "Whereas tobacco and narcotics are getting a grip on the people that is alarming and are invading the sacred precincts of the home and even the churches are not exempt from its pernicious influence; Therefore, be it resolved, that we, the Prohibition party of Michigan, do put ourselves on record against the use of these drugs and demand the prohibition of their manufacture and sale."

Dr. J. H. Kellogg of the Battle Creek sanitarium was heartily praised in the resolution for forbidding the use of tobacco on the sanitarium grounds.

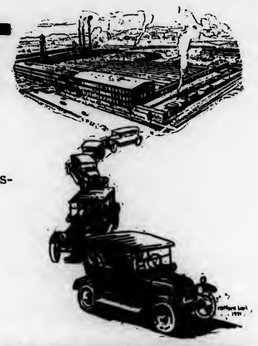
H. L. BUSH VISITING

H. L. Bush, representative of the Colwell Machine Company, Providence, R. I., is calling on Philadelphia cigar manufacturers and has placed four automatic long filler machines here. This machine also carries an automatic feeder for table scrap and cuttings.

TOO LATE TO CLASSIFY

FOR SALE—ALL RIGHTS AND TITLES TO THE FOLLOWING BRANDS: "El Provenzo," "Maxwell" and "Columbia." Also boxes, labels and bands. Call or write at once to Mrs. B. M. Gartman, 5847 Chestnut St., Philadelphia.

DETROIT



Fine Prospects for 1925 Business in Detroit—Frank Cressman a Visitor—J. B. Pace Doing Good Work for "Blackstone"—Central Cigar Company to Enter Radio Field—Tampa Strike Causes Alarm

Detroit, Mich., October 10, 1924.

DETROIT is the only city in the United States whose population has doubled every ten years for more than sixty years. Today, there are more than 3500 industrial establishments in the city, and they employ more than 300,000 persons and pay out in salaries and wages in excess of $400,000,000 annually. All indications point to great business activity next year. The manufacturer whose plant is equipped to meet the demand for his products will enjoy prosperity. Michigan has an immense and wealthy population. The purchasing power of its people is tremendous. Its railroad systems and splendid highways insure the rapid delivery of goods.

"Buy it in Detroit" will be the slogan of the Wholesale Merchants' Bureau of the Board of Commerce, members of which today began a three-day trip to Bay City, Saginaw and Alpena, during which merchants of these cities and nearby towns will be entertained by the Detroiters. The trip begun today is the first of a number planned for the coming weeks. Last year 3867 merchants were entertained by the Detroit wholesalers. This year the figure will be much larger, the wholesalers expect. Thirteen conventions will be held in Detroit during the month of October, and approximately 14,000 persons are expected to attend the various meetings.

Manufacture of pipe, cigar and cigarette holders increased 36.2 per cent. in value in the two years from 1921 to 1923, while matches showed a decrease of 20.9 per cent. in the same period. Statistics of the manufactures announced by the census bureau show manufactures of pipes, cigarette and cigar holders were valued at $9,704,816 and matches at $23,940,064.

F. D. Saunders, Philadelphia sales manager, and Frank Cressman, of the Mazer-Cressman Cigar Company, were on the list of visitors here last week. The gentlemen from the Quaker City were well impressed with Dynamic Detroit and were overwhelmed with the volume of business the Mazer-Cressman products enjoy in this vicinity. They report the sale of "Manuel" cigars to be growing rapidly in eastern points.

Miss Beulah Gustin, assistant office manager of the Central Cigar Company, has returned from a three months vacation trip to Los Angeles, San Francisco and Hollywood. Miss Beulah says she had a wonderful time and enjoyed all the sights, but she didn't get the bug to be a movie star.

Steve Ogden, representing Alfred Dunhill, manufacturer of the famous "Dunhill Pipes," London, England, and New York City, called on the leading pipe dealers here last week.

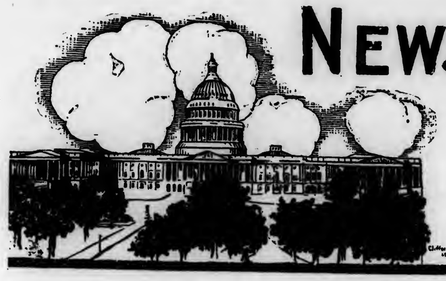
Eli Witt of the Havatampa Cigar Company, Tampa, Fla., manufacturer of the famous "Hav-A-Tampa" cigar, has been rusticating in our midst for the past ten days. Mr. and Mrs. Witt, accompanied by their two police dogs and chauffeur are touring the country in his speedy Marmon, after spending the summer at Saranac Lake, N. Y. Mr. Witt is always on the jump and visits all sections of the country at various periods of the year, meeting the trade. About three and a half years ago, he began the manufacture of "Hav-A-Tampa" cigars, and today he employs thousands of workers and operates one of the largest plants in Tampa. Mr. Witt also owns several large jobbing houses and a dozen or more retail stands and stores in the different cities of the South. "Hav-A-Tampa" cigars, have grown by leaps and bounds in every section of the country where it has been placed on the market. Mr. Witt is very optimistic over the future of the cigar business, saying it was never better.

A. B. Adair, general manager of the Chicago branch of the General Cigar Company, paid a visit to Fred Child, Detroit branch manager, last week. Mr. Adair was entertained at the Aviation Country Club by Fred and Bert Johnson. A golf game was indulged in but at this time it is impossible to figure out who carried away the honors, as I am informed each one kept his own score, so as to be sure who was the winner, as the losing man had to stand for all the treats.

Jim Pace, the "Blackstone" ace, of Waitt & Bond, Incorporated, is rusticating in our midst and doing some very effective work on the famous "Blackstone" cigar, through the sales organization of the Charles F. Becker Company, local distributors for the Waitt & Bond product. Jim has just returned from a trip through the State where he reports the "Blackstone" cigar to be repeating in sale and growing in popular demand in all sections of the State.

Sam Adler, of E. Popper & Company, manufacturers of "Popper's Ace," "Popper's Eight-Center" and "Ottina" cigars, has been with us for the past two weeks, working with the sales staff of Howes-Shoemaker Company. The call for the Popper products on this market is growing daily and all of the

(*Continued on Page 16.*)



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

New Bill Drafted to Provide for Readjustment of Postal Salaries

A bill to provide for a readjustment of salaries in the postal service, in which are included recommendations for new rates for parcel post matter, registry, insurance and other services, has been drafted by the Post Office Department and sent to President Coolidge and the post office committees of the House and Senate. Enactment of the measure will be urged during the coming session of Congress.

Third-class matter weighing over eight ounces would be classified with parcel post matter under the department's recommendations. Parcels weighing four ounces or less would be carried, as at present, at the rate of one cent per ounce, regardless of destination; parcels in excess of four ounces, however, would be given zone treatment, and packages between four and eight ounces would carry a rate of five cents for delivery locally or in the first or second zones, with increases running up to twelve cents in the eighth zone.

Parcel post matter weighing in excess of eight ounces would be charged for at pound rates, the charges ranging from ten cents for the first pound and one cent for each additional two pounds for local delivery to sixteen cents for the first pound and eleven cents for each additional pound for delivery in the eighth zone. The charge for insurance on such parcels would be increased to five cents for insurance not exceeding $5 and seven cents for insurance in excess of that sum, with an additional charge of one cent where a receipt was demanded by the sender. The charge for collect-on-delivery service would be twelve cents for not exceeding $10 and fifteen cents for collections between $10 and $50.

The fee for registration of mail matter would be made twelve cents, with an additional charge of one cent for a returned receipt. The special delivery charge would be increased to fifteen cents on matter weighing between two and ten pounds and twenty cents for matter weighing over ten pounds. The scale of money order fees would be revised upward, the rates ranging from five cents for orders not exceeding $2.50 to twenty-five cents for orders for between $75 and $100.

Co-ops to Study English Markets

Methods by which additional market outlets for American tobacco can be secured abroad are being studied by the Tobacco Growers' Co-operative Association, Raleigh, N. C., and efforts will be made to overcome the prejudice in England to trading with American co-operative organizations. The North Carolina Association recently sent a delegation to Europe for the purpose of looking over the field and determining what steps should be taken whereby American tobacco can gain a foothold in the European market in a way that will be advantageous to the co-operatives.

Four recommendations have been made by these representatives, according to advices received by the Department of Agriculture:

1. That the association arrange for representation abroad. If it is not possible to obtain exclusive representation from an established firm, that a new selling organization be created.

2. That the sales department of the association be given authority to carry a reasonable stock of tobacco at the various strategic marketing points in Great Britain and Continental Europe.

3. That a trade-mark be adopted, registered and placed on all packages of leaf tobacco by the association.

4. That a competent man be designated to keep in close touch with the foreign situation, including representatives of purchasers who visit this country and to extend to them such courtesies as will further the best interests of the association in the matter of the development of foreign markets.

The association, through its board of directors, has decided to close its books against new members for the handling of tobacco of the 1924 crop on the dates that it begins receiving tobacco in the various districts. The reason for this, it is explained, is the desire to hold expenses to a minimum. An organization has been set up for handling as economically as possible the amount of tobacco covered by the contracts already held by the association. To undertake to handle a larger amount would throw the marketing machinery out of balance and thus increase the per pound expense. New members, however, will be received throughout the coming year for the crops to be produced in 1925 and 1926.

Treasury Department to Make No Change in Method of Appraising Imports at Present

No changes will be made, for a period of several months at least, in the method of appraising imports by sample, recently adopted by the Treasury Department. This opinion was expressed following a conference at the Treasury Department at which a number of importers protested against the method now used. The department will await an opinion by the Court of Customs Appeals, however, before taking action in the matter.

(*Continued on Page 12*)

News from Congress

(*Continued from Page 11*)

Importers protested to the department that the new procedure of appraising imports by sample would mean loss of time and money to them. Port officials, however, took the stand that the importers would be put to no more inconvenience than they have been under the former appraisement procedure. On the other hand, it was declared, the adoption of the sampling method would safeguard the Government against possible loss of tariff revenues. A test case will be brought before the Customs Court for the purpose of settling the question.

Sealed Packages Not to Be Received as Fourth-Class Unless Regulations Are Strictly Complied With

Because of a flood of sealed packages deposited in the mails for transmission as merchandise at the fourth-class rate, the Post Office Department has issued instructions warning postmasters to accept such parcels only when the postal regulations are fully compiled with.

Under the postal regulations, as amended some time ago, sealed packages of merchandise may be sent by mail at the fourth-class rate if labeled in printing to show the nature of the contents, as, for example, "Merchandise—fourth-class mail," together with the name and address of the sender and the inscription, "Postmaster: this parcel may be opened for postal inspection if necessary."

It is pointed out that the above must be printed, and postmasters have been instructed to assess the first-class rate of postage upon all parcels on which the required inscriptions are written or stamped. Where such parcels are detected upon being deposited in the mails they are to be refused unless postage is prepaid at the first-class rate.

It is the purpose of the department to confine the privilege of sealing parcel post matter to business concerns doing a mail order business as part or all of their operations.

Parcel Post Exports Reach $2,000,000 Each Month

The first survey ever made of parcel post exports indicates that approximately two million dollars' worth of American goods are being shipped abroad in this manner each month. For some time there has been a demand for figures showing the extent of this business, as a result of which the Department of Commerce and the Post Office Department have completed arrangements whereby they will be compiled regularly hereafter.

It is pointed out by officials of the Department of Commerce, in making public the results of the survey, that these figures do not show the total exports by parcel post because they do not include shipments valued at less than $25, of which it is estimated there are at least $500,000 each month. This class of parcel post business is so great that the cost of compiling the figures would be excessive and out of proportion to the value of the data collected.

Because it costs no more to export a shipment by parcel post than it does to send the same goods to some points in our own country, this class of business has grown steadily in the last few years. "Our main street manufacturers in inland towns, many of whom have never seen salt water, are sending goods abroad as nonchalantly and as expertly as their supposedly better informed rivals with every seaboard facility," said Dr. Julius Klein, director of the bureau of foreign and domestic commerce, in commenting upon the figures, "and even as efficiently as some of the branches of so-called 'super-exporters' of foreign lands located in American ports, who are supposed to have inherited sales instincts from previous generations."

Department of Commerce Issues Bulletin to Help Retailers

Methods whereby tobacconists and other merchants may inaugurate budgets through which they will at all times have available the basic facts concerning their business are discussed in a bulletin on "Budgetary Control in Retail Store Management" just issued by the domestic commerce division of the Department of Commerce.

Lack of knowledge as to the margin between cost of merchandise and overhead, on the one hand, and selling price, on the other, is the rock, officials of the division declare, upon which are wrecked most of the businesses which founder. Poor management is more often conducive to failure than lack of sufficient working capital, poor location or any of the other reasons usually given for bankruptcy, and often an adequate budget system, consistently followed, would result in success instead of failure.

Budgetary control, it is explained, is fundamentally an economic analysis and not mere routine procedure. The bulletin discusses the purposes of such control, pointing out that it serves to coordinate the activities of a business and centralizes executive control. Methods for analyzing the possible business for a given future period are outlined, which can be adopted by any merchant anywhere.

Location as a factor in the success of the retail venture is discused in a bulletin on "Retail Store Location," the second of a series to be issued by the domestic commerce division of the Department of Commerce dealing with retailers' problems. The choice of the right city, the right section, the right side of the street and the right type of building are as important to success, it is pointed out, as sample capital and sound management.

"Each year sees the opening of a large number of retail enterprises, many of which are not economically justified and owe their beginning almost solely to the small capital required to launch a retail store," the bulletin declares. "Proper store location is one of the most vital problems of retailing. Upon its solution depends in a large part the success of the venture. This problem and its analysis deserve the most careful thought of the merchant, whether he is starting a new enterprise or selecting a new site for a going business."

"The wrong site may be as instrumental in failure as the choice of the wrong city. The logical site is that one which offers the best opportunity to sell goods where people naturally come to trade, either because of convenience or because of habit."

Copies of the bulletin, which will be of value to tobacconists seeking store locations, may be obtained from the domestic commerce division, Department of Commerce, Washington, D. C.

MELACHRINO cigarettes are made from the choicest and most carefully selected Turkish tobaccos grown, and because of their superb and unchanging quality, they have had no rival for forty-three years.

ORIGINAL

MELACHRINO

"The One Cigarette Sold the World Over"

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.

Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.

Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.

THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

CIGAR BOXES

NIC. ALTHAUS CO

MANUFACTURERS OF HIGH GRADE CIGAR BOXES

CEDAR SAW — BAND PLANING MILLS

LABELS, RIBBONS, CIGAR MAKERS SUPPLIES

TEL. 4210 LEXINGTON — ESTABLISHED 1873.

657-641 EAST 17 ST. NEW YORK.

F. BRECHT'S SONS

CIGAR BOXES

109 N. Orianna Street

PHILADELPHIA, PA.

Monroe Jarrett Sons

WOODEN CIGAR BOXES

TRADE *JARSO* MARK

Randolph and Jefferson Streets

Philadelphia, Pa.

NATIONAL FACTORY NUMBER SUGGESTED

Chester G. Myers, Leschey-Myers Cigar Box Company, York, Pa., addressed the meeting of the York County Cigar Manufacturers' Association on Monday night, and suggested the association pass a resolution favoring an amendment to the internal revenue laws permitting a cigar manufacturer operating more than one factory to have one national number, instead of a separate number for each branch factory. The York County cigar manufacturers spoke favorably of the suggestion and adopted a resolution to that effect.

Having only one number will still give the Government the same protection in tracing any wrongdoing, and at the same time will prove advantageous to the cigar manufacturer. This will permit him to move boxes from one factory to another, in case of shortage, and will also facilitate the delivery of boxes to other factories in cases where one factory has discontinued entirely, or the making of a certain size has been transferred to another branch.

It is understood that the Revenue Department is not adverse to the consideration of such an amendment to its laws.

IRREGULAR PAGINATION

Detroit News

(*Continued from Page 10*)

above-mentioned brands are enjoying a very healthy sale. The Popper products are national brands and are in popular demand in all sections of the country.

The Watkins Cigar Stores Company has installed a radio department in their Majestic Building store. This department will be run separate from the cigar department and will be known as the Watkins Radio Shop. The Atwater-Kent line of sets and speakers will be featured and everything appertaining to radio will be on sale.

Bernard Schwartz, president of the Bernard Schwartz Cigar Corporation, and Norman Schwartz, sales manager, have returned from a trip to New York City, where they have been looking over the Water Street market. Mr. Schwartz reports he is highly pleased with the sales on "R. G. Dun" cigars, and that he is getting very encouraging reports from all sections on the rapid progress of his brand.

Charles Gauss, one of Detroit's leading jobbers, has returned from New York City, where he has been on a business trip for the past ten days.

Willis Andruss, sales manager of the Congress Cigar Company, Philadelphia, Pa., manufacturers of the famous "La Palina" cigars, visited Detroit last week. Willis made the rounds of the downtown trade looking over conditions and shaking hands with his old friends. Willis reports the sale on "La Palina" cigars to be increasing in all sections of the country. Lee & Cady, Incorporated, Michigan distributors of the "La Palina" cigar report a very healthy business on the brand, which is also the leading seller in this vicinity.

Ruben M. Ellis, president of the Philip Morris & Company, Limited, was with us for a few days last week looking over conditions regarding his company's products in this territory.

Two armed men entered the drug store of Charles Wing, at Fort and Twentieth Streets, early Sunday (September 28th) and robbed the store safe of $600 after locking Wing and his clerk, Charles Lewis, in a rear room. From Mr. Wing the robbers took a diamond ring valued at $750, and a small amount of cash was taken from the cash register. The money taken from the safe was the property of the United States postal sub-station in the building.

J. W. Pierce, proprietor of a drug store at 901 Gratiot Avenue, and two clerks were forced to lie on the floor of the store early today (September 30th) while two men armed with revolvers, rifled the safe of $1000 and took a ring valued at $500 from Mr. Pierce.

Vincent Planco, of Ruy Suarez & Company, manufacturers of the well-known brand of "Planco" quality cigars, was in our midst last week. Ralph Damon, Michigan representative of "Planco" cigars, made the rounds of the trade with Vincent, showing him all the high spots and places where "Planco" cigars are on sale.

Val G. Keogh, western representative for the Preferred Havana Tobacco Company, made the rounds of the trade here last week. Val reports business as being very good and that "Henry The Fourth" cigars are repeating wonderfully well in all sections. Val seemed to be well pleased with the progress his brands are making on this market. James Seraph & Company, local distributors of "Henry The Fourth" cigars, is doing very fine on this brand, and is getting a very fine distribution and many repeat orders in all parts of the city.

Alfred Black, of William Black & Company, New York, N. Y., manufacturers of humidors, cigarette boxes and novelties, called on the trade here last week with his holiday line of samples.

The Central Cigar Company has discontinued the cigar business in their store located at Broadway and Gratiot Avenue. The store has been remodeled and an up-to-date radio shop has been installed. The new store will be known as the C. & C. Radio Stores Company, and will be run as the separate department from their cigar business. The officers of the new company will be the same as the parent company.

I met Joe Banker (M. Sacks & Company) on the street the other day and he was all smiles. You all know Joe, he's the official booster of "Armas del Casa," "the cigar that pleases." While sojourning in Dynamic Detroit, Joe makes his headquarters at Bert Johnson's emporium, who has the agency for the "Armas del Casa" brand, which is one of his feature lines. Upon investigation I found out the cause of Joe's smiles. The order for holiday packings from his agency was away up in the six figure column, which is some cigars. Now, isn't that enough to make a traveling man smile? You ask Joe, he knows.

Mr. A. Meadows has purchased the cigar stand in the Owen Building, 250 West Lafayette Boulevard, from L. J. Rhode.

Hi Hammer, of Corral, Wodiska y Ca., Tampa, Fla., manufacturers of the well-known and fast-selling brand "Bering," was with us for a few days last week. Hi says he is enjoying fine business and has booked some nice business for the holiday season.

W. W. Tucker, Dime Bank Building cigarist, had to dig down in his jeans last week for an added expense not included in this year's budget. Fire was discovered on Friday, October 3d in the clothes closet, where hung the smoking jackets of the Big Boss and his retinue of clerks. The damage was estimated at $150. While the tailors are busy making selections of the latest Scotch plaids for new garments, the boss and his gang are serving the trade clad in pajama jackets.

The news of the general strike of cigarmakers in Tampa, is received with regret by the Detroit retailers and clubs. Stocks of Tampa-made cigars are diminishing rapidly and our dealers are alarmed over the situation.

Very truly yours,

Mike of Detroit

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF "THE TOBACCO WORLD," PUBLISHED SEMI-MONTHLY AT PHILADELPHIA.

Required by the Postal Laws and Regulations.
By the Act of August 24, 1912.

Name of Editor—Hobart B. Hankins, 236 Chestnut St., Phila., Pa.
Managing Editor—None.
Business Manager—Gerald B. Hankins, 236 Chestnut St., Phila., Pa.
Publisher—Tobacco World Corporation, 236 Chestnut St., Phila., Pa.
Owners { The Tobacco World Corp., 236 Chestnut St., Phila., Pa.
{ Hobart B. Hankins, 236 Chestnut St., Phila., Pa.

Known bondholders, mortgagees and other security holders, holding one per cent. or more of total amount of bonds, mortgages, or other securities: None.

(Signed) GERALD B. HANKINS.

Sworn to and subscribed before me this 1st day of October, 1924.
CHARLES H. ALLEN,
(Seal) Notary Public.
My commission expires March 10, 1927.

It's a pleasure to smoke them!

CHANCELLOR
Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

AMERICAN BANDER COMPANY GETS DECISION

On Tuesday of last week Justice Henry W. Goddard of the United States District Court, handed down his decision in the suit of the International Banding Machine Company against the American Bander Company, which was started almost three years ago and tried last April.

Justice Goddard in his decision declared the machine of the American Bander Company in no wise infringed the International Company's machine and dismissed the bill of complaint, charging the costs of the trial to the plaintiff. He also declared that several patent claims which had been granted the International Banding Machine Company were invalid.

Mr. Charles Neave and Mr. Merrell Clark, of Fish, Richardson & Neave, were counsel for the defense and Mr. John L. Lotsch represented the plaintiff.

This decision is of the utmost interest and importance to the entire cigar industry, since Justice Goddard has legally established the fact that the American Bander does not infringe any existing machine.

As to the efficiency of the machines, which have been built by the American Machine & Foundry Company, these have already been given severe tests in actual cigar factory operation and proved their merit under all conditions. They are simple to operate and easily kept in condition. It is practically impossible, except deliberately, to break cigars on them, and through an ingenious patented device, the machine does not let go of a band unless there is a cigar in position to be banded.

SIG MAYER BUSY

Sig Mayer reports his factory is very busy at the present time and he will open another factory in the very near future to enable him to keep up with orders.

"MADAME BUTTERFLY" DOING WELL

Geo. Zifferblatt & Company reports business good and holiday orders are coming in in fine shape for "Madame Butterfly."

TAMPA CIGARMAKERS STRIKE

According to last reports, efforts of the manufacturers to come to a satisfactory agreement with the strikers have been unsuccessful.

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

The 5c Cigar

You can make it at a Profit

The Advantages of the Model L
Scrap Bunch Machine

1. Straight or shaped work, equally well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. It will work large size or mixed CUT scrap of unequal sizes.
6. Handles perfectly shredded or thrashed scrap.
7. A long, even rolling for better smoking qualities.
8. Damp or dry tobacco handled with equally good results.
9. Low cost of upkeep: does not easily get out of order.
10. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
11. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Price $750 complete
f.o.b. Factory, Newark, N. J.

The solution lies in the use of labor saving machinery such as the Model L Universal Scrap Bunch Machine.

For example: Manufacturers today are paying anywhere from $2.50 to $3.50 per thousand for bunch making, either straight hand work or using small hand devices. Figuring on this basis, the Model L Scrap Bunch Machine will show up about as follows:

	Cost per M
Present hand method - -	$2.50
Model L Machine method - -	.90
Net saving - -	$1.60

This net saving represents the difference between turning out a 5c cigar profitably and breaking even or in many cases turning it out at a loss.

Model L Machines will produce from 450 to 500 *uniform* bunches per hour, either straight or shaped work, right or left hand bunches.

Universal Tobacco Machine Co.
116 West 32nd Street, New York
Factory: Newark, N. J.

After all nothing satisfies like a good cigar

YOU are in trouble! You are fed up, loaded down and overwhelmed with a thousand varieties of annoyances, woes, apprehensions, and calamities.

If any friend would sympathetically listen you could talk from sun-up to dark recounting your sorrows, meanwhile weeping great, roaring torrents of blistering tears.

Cheer up, my sorrowing friend, for the sun is shining. And I will offer you a remedy and tell you how to lessen your troubles, yea, even more than half.

A university researcher, after investigating a hundred merchants on this subject, found that they all had troubles, even as you possess them—many of them more so.

But when he came to carefully analyze their troubles he found that 60 per cent.—more than half of them—were caused by carelessness, indifference, procrastination—and were therefore avoidable.

This is a world of trouble, as we read in the good book, and man is born to trouble. It will come to us, and we've gotta take it. But more than half of it is caused by our own carelessness, laziness or stupidity. If we will take "the stitch in time" it will save nine troubles, some of them big ones. If we will "do it now" we will tin-can a host of troubles that threaten. If we will "watch the little things" we will save many big losses. Therefore, instead of handing ourselves self-pity let us get busy, get wise, and troubles will seek other places.

A word to the dissatisfied ones: You tell inquirers that "business is fine," and you smile gleefully as you say it. But I've put my X-ray on your thinkery, and I know your business ain't what it should be and that you are about as happy as an old maid who can't lasso a mate. Your bold front don't fool an old bird like me. Let's reason together; it may help you.

To begin with, the fault is in you, for every man's business is what he makes it. Either your location is wrong, or your goods are wrong, or your prices too high, or your store management ineffective.

Is it your location? If so, why not hunt around and find a better one; or take on other lines. The strictly specialty store is disappearing, and it is now in order to handle anything you can which will pay you a profit. Do you handle the kind of goods your people want? Are your prices right? And lastly, what about your store methods?

If your store management is lacking, then read carefully this Business Building Department. You will receive so many valuable hints and suggestions that you will begin to improve—and when you start improving no one can predict how high you will climb. Go to it with the bit in your teeth.

Reputation is a wonderful thing when you come to think about it. Every merchant prince, and every cigar dealer with a dinkey little store, who wants to be a merchant prince, values his reputation above the costly diamonds he wears in his necktie.

And he's right!

Your reputation is worth as much to you as a manufacturer's reputation is to him—and some manufacturers value their reputation at a million berries, and then some.

There's my friend, Jimson; he's working thirty hours a day, building a reputation for quality and dependableness. He has ideas and believes in stunts, does Jimson. The other day he took a nickelodian cigar and a twenty-five cent aristocrat, changed the wrappers, changed the boxes and gave 'em to a friend to tell him which was best.

The man smoked both, and, by jocko, he told 'em wrong.

This gave Jimson the chance to read him an hour's lecture on the wisdom of dealing with a quality dealer who has a reputation, because at the last analysis, a customer is at the mercy of his dealer as to whether he gets a square deal in buying cigars.

If you will pass the above through a roller you will squeeze out a moral, reading: "Build up a reputation for dependableness and for being a quality man." It pays.

The University of Pennsylvania, which devotes a large part of its energies to teaching practical business knowledge, was recently swamped, literally inundated, with applications for scholarship. It was obliged to turn down hundreds.

And what is education? And its object?

It says that its chief object is to produce an open mind towards things and an eager desire to absorb them.

In short, to be intensely interested. To be mind-hungry. To be eage rto learn.

And then, to attain success, Initiative is absolutely necessary. And what is Initiative?

Initiative is putting to use the knowledge you obtain. You get it, I know.

Let me urge you to be mind-hungry for business knowledge. Hunt for it. Reach out for it. Search eagerly among the husks and chaff of dry words for the little luscious nut of valuable truth. And then cherish it. Set it working for you. Incorporate it in your business.

Thus you will hold your own, and grow, and develop. And nature, which ardently loves the man who grows, will smile benignly upon you, and will send around the Old Man Opportunity, to open the gate of

(Continued on Page 20)

PHILADELPHIA HAND MADE

"EVERY MAN'S SMOKE"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 5620, 5621, 5622
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

Members of the industry are cordially invited when in Philadelphia to make the offices of

The Tobacco World

their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.

Telephone, Lombard 1768

TOBACCO PIPE PLANTS SOLD

The American Wood Turning Company, Incorporated, has purchased through the Ladner Realty Company from L. Nax, Incorporated, the smoking pipe factories at 144-46 Noble Street and 446-48-50 Newmarket Street, with the adjoining rears and factories on Hancock Street and Crooked Alley.

The factories have been established more than seventy-five years. The controlling interest in this firm is held by William Demuth & Company, New York City, and the sale was negotiated on behalf of the company.

TOBACCO PRODUCTS TO REDUCE CAPITAL STOCK

The Tobacco Products Corporation has officially notified the New York Stock Exchange of a proposed reduction in the authorized issue of capital stock by $7,845,300 preferred stock.

Business Building

(Continued from Page 19)

the garden of Prosperity and of ever-increasing growth.

All the above is official. It was whispered to me in a dream and I was commanded to pass this encouraging message on to you.

Human nature is a queer bird, and a highbrow asserted that "no one is able to sound the depths of its inconsistencies."

Why is it that modest woman is a close second to Mother Eve in the scantiness of her apparel, and yet, man, the lord of creation, must wear on torrid days a stifling coat and a starched and heat-holding collar?

Why does a man give his wood-pile the absent treatment and work ten times as hard playing golf?

Why do men, who never thought of drinking when the country was "wet," now indulge in shamefaced pleasure when the law is trying to make it dry as Sahara?

All this makes me wonder why some of you brainy tobacco folk don't take advantage of this strange and cantankerous trait of human nature to double the whole tobacco business. It's easy and so simple that I wonder you never thought of it.

All you have to do is to have an iron-clad law passed making it a high crime and misdemeanor for anyone to chew, smoke, have in possession or transport tobacco in any shape or form.

It is safe to say that every man and woman would become an inveterate smoker, the tobacco business would double forthwith, and every mother's son of you dealers would become sinfully rich.

ROSEBRO JOINS REES-MITCHELL COMPANY

It has been announced that W. W. Rosebro, better known as "Doc," has become affiliated with the Rees-Mitchell Cigar Company, of Greensboro, N. C., and will in the future work for their new brand, "Sunbeam Squares." Austin Nichols & Company, of New York City, have been appointed distributors for the United States for this brand and a fine three-story factory has been leased in Greensboro in order to take care of the anticipated demand.

FOURTH STREET SMOKE SHOP SOLD

Sam Kasnetzkey has purchased the building and retail cigar business at corner of Fourth and Sansom Streets. The cigar stand was formerly occupied by Samson Suer, who expects to enter a different field.

After all nothing satisfies like a good cigar

CIGARS MAY FIGURE IN YORK CAMPAIGN

Cigars may cut a big figure in the York County political campaign this fall, but not in the way they usually figure.

It is a well-known fact that York County manufactures a large percentage of the nickel cigars that are produced in this country and the manufacturers and the cigarmakers want protection against the invasion of the Philippine and Porto Rican products.

Cigars imported from the island possession sell cheaper than home-made products. That would please the great mass of smokers. On the other hand, home industry would have a hard struggle to exist if forced to meet prices of cigars manufactured by labor that receives wages on which few Americans could live. On the other hand, there are so many persons deriving their livelihood from the cigar industry in York County that candidates will likely find a greater number of voters favoring protection. The great number of women who earn their living in the tobacco industry have little or no concern about the price of cigars, and there need be no guesswork about their stand.

In York County's political campaigns all the thrills are shared by those privileged to be present in star-chamber sessions of political leaders, to which few are admitted.

Newspapers Avoid Politics

The city's two newspapers do not take a lively interest in political affairs. They are content to dwell at peace with each other. Both are prosperous and believe that fighting over politics merely increases competition. This condition naturally leads to a sluggish political situation, because there is no medium for carrying the issues to the people.

Normally, in a Presidential year York County outside the city might be expected to turn in a Democratic majority. However, this year there is a prospect that the campaign will be livened up sufficiently to make the result doubtful.

MILLIONS HAVE BEEN SAVED PUBLIC THROUGH REDUCTION OF FREIGHT RATES

Nearly a billion dollars in freight charges have been saved to the public as a result of reductions in freight rates ordered by the Interstate Commerce Commission since 1921, according to S. T. Bledsoe, general counsel of the Atchison, Topeka & Santa Fe Railroad. Presenting testimony before the Senate Interstate Commerce Committee, in favor of the retention of Section 15a of the transportation act, Mr. Bledsoe declared that the 10 per cent. reduction in rates on general commodities, ordered by the commission in May, 1922, following a reduction in livestock rates in January of that year, had saved the public $336,303,000 in 1922 and $657,563,790 last year.

This action by the commission, he pointed out, shows that there is no "guarantee" that the railroads shall make any fixed percentage of profit under Section 15a. It is not a guaranty of return, but a limitation upon the earnings of the more prosperous carriers, he said.

FIVE HUNDRED AND TWENTY THREE VESSELS ENTERED PHILIPPINE PORTS

A total of 523 vessels of different nationalities entered the five ports of the Philippines during the first six months. The total cargo discharged was 1,871,184 tons, and the American vessels have had the lion's share.

INCREASE IN FREIGHT RATES ON CIGARS FROM FLORIDA KILLED

With the approach of the hearing before the Interstate Commerce Commission upon the petition filed by the Traffic Department of the T. M. A. against the new schedule, providing for increased rates on cigars shipped from Florida, the carriers have withdrawn their new schedule and restored the old rates.

In fact, the increased rates which were to become effective in August never materialized. For, upon a petition filed on July 3d by the T. M. A. with the Interstate Commerce Commission, the Commission promptly suspended the new rates pending a final hearing, which was to be held in Washington on September 29th, resulting finally in the withdrawal of the new rates and the consequent cancellation of the hearing.

The cigar manufacturers of Florida have had through rates to this western territory for a great many years, but owing to a disagreement between the western and southern carriers as to the basis of dividing such through rates, they felt it advisable to eliminate the territory south of River Junction and Jacksonville from participation in through rates and this would have the effect of making this traffic pay the present rate from either Jacksonville or River Junction and in addition the local rate from point of origin which would result in a very substantial increase.

The Traffic Department of the T. M. A. was fully prepared to present this case to the Interstate Commerce Commission but it is evident that the southern railroads feared the result of the Commission's action in prescribing the divisions of the present rates and have, therefore, withdrawn their proposed advances.

LIVE NOTES FROM THE PHILIPPINES

American Merchants in the Islands Aver Philippine Island Trade Has Been Improving

The manager of the Pacific Commercial Company and the head of Erlanger & Galinger agree in their opinions that the fundamental conditions in the Philippines at present are better than during the last four years. "The various staple crops of the islands are now being produced on a larger scale than ever and prices on the upgrade. Prosperity goes with better crops, and this is exactly the condition of the islands in general at present."

To Amend Philippine Tariff Law

The Department of Commerce and Communications has recently submitted to the office of the Governor-General a draft of an amendment to the present tariff law of the Philippine Islands, compatible with recent suggestions of General McIntyre, of the Bureau of Insular Affairs, Washington, D. C. The proposed amendment will affect only tobacco, sugar and the classifications of textiles containing silk.

Consolidation of Three Shipping Lines Serving Manila

The chairman of the shipping board vessels has recently given out information to the effect that there is a plan under way to consolidate the Barber Steamship Lines, the Tampa Interocean Steamship Company and the Kerr Steamship Company.

Export of Philippine Cigars Decreases

During July the export of Philippine cigars to the United States amounted to 14,609,684 units as against 16,275,938 units for the corresponding month of last year.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

KRAZY KAT:—43,931. For cigars. September 20, 1924. J. Sam Bievenour, York, Pa.

FIDACS:—43,932. For all tobacco products. September 23, 1924. Moehle Litho. Co., Brooklyn, N. Y.

TOM CARLISLE:—43,933. For all tobacco products. September 23, 1924. Moehle Litho. Co., Brooklyn, N. Y.

GOODANUGLY:—43,934. For cigars, cigarettes and tobacco. September 25, 1924. The Bucher & Bucher Co., Dayton, Ohio.

UNDERSLUNG:—43,935. For smoking pipes. September 25, 1924. Kaufmann Bros. & Bondy, New York, N. Y.

EL DURANTE:—43,936. For all tobacco products. September 5, 1924. M. E. Starlight, New York, N. Y.

EDOUARD BENES:—43,937. For all tobacco products. September 26, 1924. American Litho. Co., New York, N. Y.

KEY BOARD:—43,939. For all tobacco products. October 1, 1924. American Litho. Co., New York, N. Y.

NEW ENGLAND BOOSTERS:—43,940. For cigars. October 2, 1924. P. J. Russell, Dorchester, Mass.

MICELI BROS.:—43,941. For cigars. October 1, 1924. Emanuel Miceli, New York, N. Y.

COMPACT:—43,942. For tobacco and snuff. October 1, 1924. Geo. W. Helme Co., New York, N. Y.

CONCENTRATION:—43,943. For cigars, cigarettes and tobacco. October 2, 1924. Kraus & Co., Baltimore, Md.

TRANSFERS

LA FLOR DE S. RODRIGUEZ:—6254 (Tobacco Leaf). For cigars. Registered January 30, 1892, by S. Rodriguez, New York, N. Y. Transferred to Salvador Rodriguez, Inc., Tampa, Fla., August 14, 1924.

G. B. MARTINI:—32,644 (Trade-Mark Record). For cigars, cigarettes and tobacco. March 14, 1907, by E. Kleiner & Co., New York, N. Y. Transferred to W. W. Rosebro, Greensboro, N. C., September 20, 1924.

GALLAGHER'S TAMP-A-KE:—43,909 (Tobacco Merchants Association). Registered September 9, 1924. For cigars, cigarettes and tobacco. Registered by H. E. Lupold, Lancaster, Pa. Transferred to John J. Gallagher, Lancaster, Pa., September 19, 1924.

FACTS ABOUT TURKISH TOBACCO RÉGIE

The Régie Ottomane (Turkish Tobacco Monopoly) was established in Turkey in May, 1883, with a capital of four million pounds sterling, of which one-half is fully paid in.

The Turkish Government vested with the Régie all privileges in all departments with respect to tobacco, in the territory of the republic, chiefly:

1. To collect taxes on it;
2. Ferret out smuggling;
3. To give authorization to the cultivators;
4. To control and register all the cultivated fields;
5. To receive all the products of the harvests into the Government warehouses.

The amount of tobacco cultivated in Turkey varies yearly between thirty-five and forty millions of kilos. The best products are those of the provinces of Samsoun, Baffra, Smyrna and Trebizonde, which are universally renowned and have an inimitable quality.

No other firm in Turkey but the Régie Ottomane can manufacture tobaccos and cigarettes.

No other firm in Turkey but the Régie Ottomane can export cut tobacco and tobacco made into cigarettes.

By virtue of its agreement with the Turkish Government the Régie Ottomane is obliged to employ in its manufacturing exclusively Turkish tobacco produced in Turkey, both for sale in the interior of the country as well as for export.

Consequently, all the tobacco and cigarettes of the Régie Ottomane sold abroad are pure and genuine Turkish and are manufactured in the central plant of the Régie at Constantinople.

The products of the Régie in Turkey reach annually two and a half billion cigarettes and two and a half million kilos of tobacco, that is, together five million kilos.

The above data, which is authentic, is supplied by the American representatives of the Turkish Régie, the A. B. Newman Company of New York City.

HIRSCHHORN TO HEAD ROLL CALL

Fred Hirschhorn, of the General Cigar Company, heads as volunteer Roll Call chairman a special tobacco group to enlist the maximum response throughout the tobacco trade of New York City to the annual Red Cross Roll Call, opening November 11, Armistice Day, for funds to maintain the organization's relief work and public health program.

The tobacco group is one of the first seventy-five groups formed in accordance with the campaign plan of committee organization of the city into various industrial, banking, mercantile and professional groups, which will carry the Roll Call appeal into every branch of industry. It is anticipated that by the opening of the Roll Call more than 175 such groups will be functioning throughout the city, representing a total of some 1400 volunteer chairmen and committeemen.

Plans for comprehensive activity throughout the group are already in operation under the leadership of Mr. Hirschhorn, and he has set as his goal a 100 per cent. enrollment with a Red Cross button on every person in the tobacco trade.

Aid for the ex-service man and his dependents constitutes the major part of the Red Cross program in New York. More than $39,400 was expended last year in this work, which includes legal assistance, money loans, and medical attention, and a total of 4500 cases were handled. Other outstanding metropolitan activities are the disaster relief and the public health program under which more than 600,000 surgical dressings were supplied in the past twelve months to sixteen local hospitals and which also covers nursing service, first aid, and work in home hygiene and care of the sick.

BROTHERS ENGAGED TO SISTERS

On Saturday evening September 27, Mr. and Mrs. Charles F. Althaus, of 1350 Franklin Street, Bronx, N. Y., announced the engagement of their daughter Anna to Victor Schwarz, and of their daughter Marion to Walter Schwarz. No date has been set for the weddings.

Mr. Althaus is widely known in the cigar industry as the head of the cigar box firm of Nic Althaus Company, Incorporated.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

SUN-GROWN PHILIPPINE TOBACCO

Sketched from life by C. A. Bond

Philippine cigar leaf tobacco is sun-grown and ripened. The Cagayan River overflows annually and spreads a rich top-soil over the tobacco fields along its banks. The river runs low when the leaves are brought to the curing sheds in April and May, and in many places roads are built along the water's edge to facilitate transportation.

Tobacco is grown and handled the same today as it was a century ago when the name and the fame of MANILA CIGARS began to spread around the world.

THOSE FREE-BURNING, MILD MANILAS SATISFY SMOKERS

Send for booklet and list of importers

Manila Ad Agency C. A. BOND, Mgr. **15 William St., N. Y.**

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VOLUME 44 No. 21

THE TOBACCO WORLD

MANILA CIGARS

There are all kinds of Manila Cigars—Some made to be sold at a Price only—others made to establish a Reputation for a Factory and to enable Jobbers and Dealers to Build a Brand and to Satisfy the Consumer Demand for a Mild, Sweet, Cigar at a Moderate Price.

BRAND BUILDING ALWAYS WINS

Although Service and Salesmanship, Store Equipment and Advertising are strong points in business building, the RIGHT CIGAR at the RIGHT PRICE is the Fundamental Factor in every successful Cigar Store Enterprise.

IF IN DOUBT ABOUT YOUR MANILA LINES ASK US?

We will tell you all you want to know about Manila Cigars!

Booklet and list of Manila Brand Builders on application

MANILA AD AGENCY, (C.A. BOND, Mgr.) 15 William St., New York

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Thousands Per Minute Read Our Outdoor Displays

FROM the windows of every train—all Pullman expresses to suburban locals—on the greater railroads countless smokers daily read that

The Best Cigars Are Packed in Wooden Boxes

You'll see these handsome, dominant signs on both sides of the right of way.

ATLANTIC CITY—Half Mile West of Tower. North Side of P. R. R. tracks.
NEW YORK CITY—Park Avenue and 123rd Street.
Park Avenue and 121st Street.
GREYSTONE, N. Y.—On New York Central.
CROTON-ON-THE-HUDSON, N. Y.—On New York Central.
NEW ROCHELLE, N. Y.—On N. Y., N. H. & H.
KEARNEY, N. J.—On D. L. & W.
On P. R. R.
CHICAGO—C. B. & Q. R. R., One Eighth Mile East of Lavergne, Ill. on North Side of tracks.
69th Street & I. C. on I. C. Railway.
C. & N. W. R. R., Milwaukee Division.
P. R. R.
C. R. I. & P. R. R.
PHILADELPHIA—31st and Market Streets.
At Bristol on P. R. R.
At Daylesford on P. R. R.

After all nothing satisfies like a good cigar

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

UNION LEADER
REDI CUT
TOBACCO

BIGGEST AND BEST TOBACCO VALUE
THE 10¢ TIN
With your full retail dealer's profit

"There's *something* about them you'll like"

Tareytons are working overtime for dealers everywhere. Their sales are growing—*growing*—GROWING! To stock them is to enjoy the prestige of a quality brand, and the profits from a popular one.

TWENTY FOR A QUARTER

Herbert **Tareyton** CIGARETTES

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 836 North Twentieth Street, Philadelphia, Pa.

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 44 NOVEMBER 1, 1924 No. 21

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY

100 cigarettes 15 cts

GENUINE
"BULL" DURHAM
TOBACCO

Right now! Settle the whole cigarette question forever by rolling your own from "BULL". You get more flavor, more enjoyment, more tobacco taste, more quality—and much more for your money—

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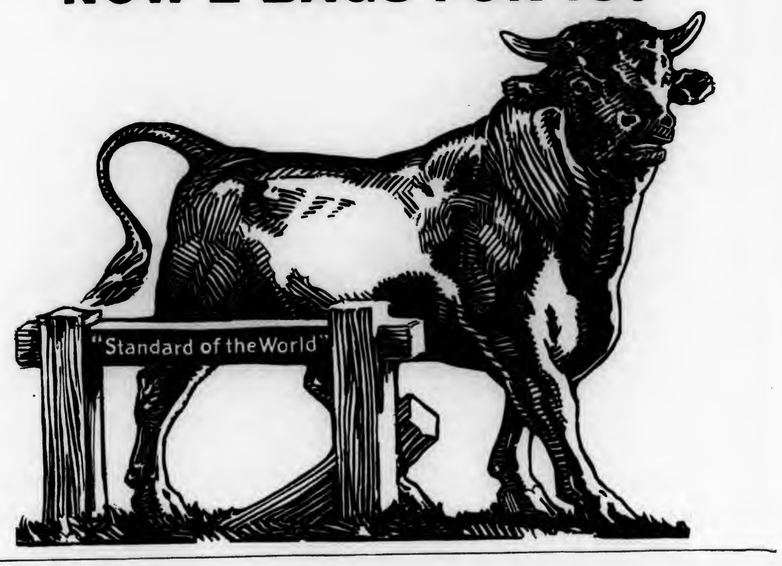
NOW 2 BAGS FOR 15c



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Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Increase Profits and Production by using this

AUTOMATIC LONG FILLER

BUNCH MACHINE

Two inexperienced girls can soon learn to operate this machine. One feeds the filler, the other the binders and the machine does the rest.

Gives you uniform work with unskilled labor.

Greater production and attractive savings in cost.

Easily adjusted to make light or full bunches.

Substantial construction gives long life.

Easy and inexpensive to operate.

Catalogues and any particulars upon request

COLWELL CIGAR MACHINE COMPANY, Inc.
131 Washington Street **Providence, R. I.**

Volume 44

THE TOBACCO WORLD

Established 1881

Number 21

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 1, 1924 Foreign $3.50

EDITORIAL COMMENT

THE settlement of the Tampa strike is cause for congratulation and it is good news to know that the heavy orders of the fall season will probably be taken care of satisfactorily.

But the cost of the settlement presents a problem that is serious for many manufacturers. To compete with the same sizes made elsewhere, Tampa manufacturers have had to shave profits, and already some sizes earn no profit and in some cases represent a loss. Therefore, when a ten per cent. wage increase is granted it takes more than the sharpening of a lead pencil to meet the situation.

Several years back we advanced the theory that machinery would bring about the solution of Tampa's problems to a large extent. We were at first ridiculed, and when we persisted in our statements were severely criticised. Some manufacturers actually felt that the reputation of Tampa cigars was being injured by even mentioning Tampa and machinery in the same article.

We have never contended that the fine clear Havana sizes could be produced with the present mechanical equipment available, but the exclusive clear Havana production of Tampa is but a small part of the total yearly output.

There are hundreds of brands produced in Tampa that can be made with mechanical devices. Some of these devices, if not all, will prove determining factors in reducing production costs. The trouble has been that the cigar manufacturers generally have been unwilling to make any investments in cigar machinery until conditions forced them to do so. Then comes the delay in getting machinery, further delay in setting it up, and then a period operation which is largely experimental.

The peculiar quality of leaf tobacco, the various kinds of tobacco used, the various methods of handling it, and other problems peculiar to each manufacturer, make it impossible to set up a machine one day and start satisfactory production the day following.

Many progressive manufacturers have prepared themselves in advance. They have continued experimenting with various mechanical equipment until they found the various kinds necessary to the most economical production, and which was best fitted to their peculiar needs. This experimental work was done without interfering with their regular production by other methods. Consequently they prepared themselves for the day when lower costs must be met.

Tampa manufacturers are fully alive today to the need for machinery of all kinds. Those who have failed to read the handwriting on the wall, now face delay in getting machinery, and further loss of time in adapting the various devices to their individual manufacturing problems.

Another problem that Tampa faces, also has a solution in the use of machinery. While in conversation with a prominent Tampa manufacturer last week, he said: "There are many Tampa factories using mold work today that could find machinery adapted to their needs. If this were done it would release many hand-workers for the factories that must have this class of work. But in the busy seasons of the year factories requiring hand workers have difficulty in obtaining them because the cigarmakers prefer mold work. This has greatly reduced the available number of hand-workers in Tampa. The use of machinery in Tampa will materially aid in solving our problems."

During the past week there has been a decided impetus to the interest in all kinds of cigarmaking equipment. It seems highly probable that manufacturers of certain classes of cigars in Tampa will now take up in earnest the question of adapting their product to mechanical equipment.

But how much easier and better it would have been if more serious consideration had been given to cigarmaking machinery several years ago.

THE cigar machinery manufacturers of the country have been very short-sighted in the development of a field for their products. There is but one machinery concern in the country that has persistently advertised their equip-

ment year in and year out, through good times and bad.

A check-up of every tobacco trade journal will show only one other firm that anywhere near approaches this record, and this firm has seldom used more than one or two journals at a time with many breaks, for a considerable period, in their campaigns.

The president of the machinery company which has consistently advertised, has stated on several occasions that in the past few years he has received as many inquiries for machinery made by other firms as for his own. The fact is that his persistent advertising has established the name of his firm in every cigar factory in this country and Canada, as well as in many countries in Europe. When a cigar manufacturer thinks of machinery he intuitively thinks of this firm.

The tobacco trade journals, and particularly the Tobacco World, have preached the gospel of cigar-making machinery with very meager support from the majority of companies manufacturing mechanical cigarmaking equipment. The trade journals have laid the foundation and aroused the interest of the industry, and paved the way for sales.

Had there been more firms advertising, and more persistent advertisers, we venture the assertion that the use of machinery in the cigar industry would be much further advanced than it is.

Compared to the cost of machinery, an annual advertising appropriation for the tobacco trade journals would be only a drop in the bucket. The trip of one salesman calling on a comparatively small number of concerns and engaging largely in missionary work costs as much as a year's advertising carrying the message of machinery to several thousand potential users from twenty-four to fifty-two times a year.

Only the other day a manufacturer complained to us that he had used one insertion in a trade journal but had made no sales from it. In the next breath he was relating that his salesman had been out for several weeks and made no sales. The ad probably cost $30 while the salesman's trip had cost $300. The salesman had to spend a vast amount of time with every prospect explaining the machine instead of concentrating on making a sale. Persistent advertising would have made this equipment and the work it would do, familiar to every manufacturer in the country capable of using one, and would have paved the way for immediate sales when the representative called.

If every advertisement produced sales the mails would hardly be able to carry the trade journals of the country. The fact that advertisements do not produce immediate results is no proof that it is not doing effective missionary and sales work at a lower cost than any other known method. And if it were not a fact that advertising is both productive and profitable to the advertiser, there wouldn't be any advertising done. But the man who undertakes advertising must have at least two things; faith in advertising and confidence in his own product.

TEMPORARY RECEIVER FOR EISEMAN

According to the *Public Ledger* suit has been instituted in the Common Pleas Court by Steane, Hartman & Company, against the Eiseman Cigar Company, in foreign attachment with bond at $9154, and O. Stuart White has been appointed temporary receiver under bond of $10,000.

BUSH JOINS UNIVERSAL FORCES

H. L. Bush, widely known cigar machinery salesman, has joined the sales force of the Universal Tobacco Machine Company, following a conference with President George C. Sherman last week.

Mr. Bush will devote his efforts to increasing the sale of the Model L scrap bunch machines, the Universal stripping machines and the Model S banding machine.

"My reason for seeking a connection with the Universal Tobacco Machine Company," said Mr. Bush, "is because I have thoroughly studied the Model L scrap bunch machine and consider it the best on the market. It is the only machine I have seen that will work large size or mixed cut scrap under all conditions, as this machine is not gravity feed. The scraps are lifted from a hopper by a set of carriers and it is placed on a set of scales. This insures a uniform amount of scrap for each and every bunch, and this method of operation makes it almost impossible to produce any 'chokers.'"

Mr. Bush carries with him the best wishes of his many friends in the trade, and the Universal Tobacco Machine Company is to be congratulated on securing the services of so able a salesman.

INCREASING PROFITS AND PRODUCTION

One of the vital problems of the cigar manufacturer is how to increase production and profits at the same time. The Colwell Cigar Machine Company, Incorporated, of 131 Washington Street, Providence, R. I., is introducing the automatic long filler bunch machine for which it is claimed there is an appreciable reduction in production costs through the use of this machine. An advertisement of this equipment will be found on page 6 of this issue.

This machine is operated by two people, a feeder and a bunch catcher. The production is from 3000 to 4000 bunches daily and they can be used without molds. The manufacturer claims that it can make a bunch of any size or shape equal to a hand bunch.

The long filler bunch machine carries its own motor and can be attached to any lighting socket.

On request to the company, at the above-named address, they will be pleased to send you complete information regarding their long filler bunch machine, and if you would like to have a complete demonstration they will be pleased to install such equipment in your own factory for your most careful inspection as regards economy of operation.

HIMOFF SCRAP CUTTER REPRESENTATIVE PAYS VISIT

A representative of the Himoff scrap cutter has recently visited Philadelphia territory and reports a greatly increased interest in this type of cigar factory equipment. Due to its many economical advantages it opens up a great field of potential users in this territory.

"LOZANOS" USED AT BANK OPENING

During the reception following the opening of the new Peoples' Bank and Trust Company, on South Fifteenth Street, on Tuesday, October 14th, "Lozano" cigars, wrapped in foil, with the name of the bank imprinted thereon, were handed out freely as souvenirs of the occasion.

DETROIT

Detroit Business Picking Up Slowly—Harvey Vreeland Has an Experience—Mazer-Cressman Factory "De Luxe" Opens With Big Reception—Herbert Tareyton Deal Going Big—Col. Moulsdale a Speed King

Detroit, Mich., October 25, 1924.

THE Detroit trade is showing up slightly better, but has not yet reached normal conditions, buying both wholesale and retail is on a conservative basis. Manufacturing operations are still restricted with reduced hours and forces. Dealers are looking forward to a big improvement after the elections. Building operations continue on an increase, with labor well employed. The general trade tone is optimistic. Collections continue more or less dull. Tobacco jobbers report business as being very good, with an oversold condition prevailing on many popular brands of cigars. The majority of our cigar manufacturing plants are reported to be working to full capacity and behind on orders, many stating there will be a shortage for the holiday trade.

Radio-equipped automobiles with loud-speaker attachments have been put into active use by the police department in Detroit. Three touring cars, reported to be capable of making a speed of more than eighty miles, have been equipped with five-tube neutrodyne sets. These fit in a compartment in back of the driver's seat. Outwardly there is nothing to show that the car has a radio set, as the antenna is concealed in the top and the frame of the car acts as a counterpoise. Each car has a windshield seven-eighths of an inch thick, made of bullet-proof glass. Two gun racks, on the heelboards of the front and rear seats, each carry a sawed-off shotgun. The cars are in service twenty-four hours a day and are in touch constantly with the headquarters station.

Sidney Cahen, of E. Regensburg & Sons, New York and Tampa, called on the trade here last week. The "Admiration" cigar enjoys a very nice and steady sale on the Detroit market and is distributed by Marcero, Bump & Howell Company.

P. H. Myers and Eddie Klein, of the Cortez Cigar Company, Key West, Fla., manufacturers of the famous "Cortez" cigars, for "Men of Brains," called on the trade here this week. Mr. Myers was on a tour of inspection looking over conditions as to his brand. He reports their business as being very good in all sections of the country and that he is optimistic over the future of the clear Havana business. The "Cortez" cigar enjoys a splendid sale here and Eddie has them placed with all the leading clubs and retailers.

William McDonald, western representative of F. Garcia & Brother, Tampa, Fla., worked the trade here last week.

N. "Kid" Nichols, the "Belinda" cigar booster of Havana, Cuba, spent a few days here last week looking over conditions regarding imported cigars. The "Kid" was full of pep as usual, saying his cigars were never better. The clubs and high-class retailers were booked up for the holiday packings of "Belinda" cigars in sundry shapes and sizes.

Harvey Vreeland, the high-powered representative for Benson & Hedges, gave us the once-over last week, remaining here for several days in lining up the leading dealers with his various novelty packings and Christmas numbers. During his stay here, Harvey was very much disturbed over a little joke that was played on him, it kept him worried for several days, as he was expecting a large holiday order from a certain dealer, but being informed that a certain Mr. X had been discharged for intoxication, his hopes vanished. For three days everything was carried out serenely, but the cat jumped out of the bag and Harvey knew he had been trapped. So being a good sport and loser, he treated the crowd, wrote up a nice big order for holiday packings and departed for the Windy City, none the worse for his experience. How about it, Harvey?

Tom Monroe, vice-president and salesmanager of the Speitz Cigar Company, has returned from St. Louis, where he has been conferring with the Brinkmann-Meisel Company, distributors of the "Robert Emmet" cigars. Tom reports the sale on his brand to be showing some real speed in all sections of the country where the "Robert Emmet" cigar has been placed.

W. D. Walker, of S. S. Pierce & Company, Boston, Mass., was with us for a few days last week, calling on the clubs and leading retailers in the interest of his holiday numbers.

Irving J. Hahn, western potentate for R. Steinecke Company, manufacturers of high-grade exclusive cigars, gave us the once-over last week. Irving states he has no complaint regarding his holiday business and that he expects to wind up a very successful year.

E. W. Marlin, of V. Guerra Diaz & Company, manufacturers of the famous "La Mega" cigars, worked the trade here last week and reported business to be very satisfactory on his line.

(*Continued on Page 16.*)

NEWS FROM CONGRESS

Department of Commerce Issues Interesting Year Book of Tobacco Industry

An interesting and very complete review of development in the production, manufacture and foreign trade of tobacco and tobacco products during the year 1923 is contained in "Commerce Yearbook," the second issue of which has just been published by the Department of Commerce. The Yearbook has been prepared in response to the demand of business men, bankers and economists for an authoritative annual reference work upon economic progress throughout the world from the view of American industry and commerce. It reviews the broad economic currents developed during the year, and at the same time presents a systematic consolidation of statistics as to production, distribution, prices and markets for American commodities over a long term of years.

"Tobacco consumption has been on the increase, as indicated by the fact that world production in recent years has averaged 27 per cent. greater than before the war," it is pointed out in that section of the Yearbook devoted to this industry. "Although complete data for 1923 are not available, there is no evidence of a decrease in production in any of the tobacco-growing countries of the world. In the United States production increased nearly 20 per cent. in 1923 over 1922 and amounted to 1,475,000,000 pounds. Despite this big production prices have remained high.

"The change from other forms to cigarette types of tobacco continues both in the United States and elsewhere. The greatest production of cigarettes ever recorded in this country occurred in 1923, when 66.5 billion cigarettes were manufactured, or almost 11,000,000,000 more than in 1922. Cigar manufactures remained practically stationary, while production of 'other manufactured tobaccos' in 1923 fell 5 per cent. short of prewar years.

"Government revenues from tobacco products in 1923 increased 14 per cent. over 1922 and were four times the prewar receipts.

"Exports of unmanufactured tobacco in 1923 were 497,000,000 pounds, surpassing any previous year except 1919 and 1921, and exceeding those of 1922 by one-eighth."

The section devoted to tobacco and tobacco products discusses in detail world production, domestic production, consumption and exports of the raw material, and manufacture, market conditions, foreign trade and imports of the various products.

Copies of "Commerce Yearbook," which will prove a valuable addition to the library of any manufacturer, distributor or merchant, can be secured from the Superintendent of Documents, Government Printing Office, Washington, D. C., at eighty-five cents each.

Mileage Book Arguments Heard

Further arguments regarding the issuance by the railroads of interchangeable mileage tickets were heard before Commissioner Meyer of the Interstate Commerce Commission on September 24-26, when representatives of the traveling men and manufacturing industries again urged the adoption of mileage as an aid to the rehabilitation of business. They asked that the commission again issue its order of March 6, 1923, which was declared invalid by the courts, providing for interchangeable scrip coupon tickets to be sold at a reduction of 20 per cent. from the regular basic rate of fare.

Testimony was offered by the railroads to indicate that the carriers have not in the past three years earned a rate of return equal to that allowed under the transportation act, the return for 1923, the highest of the three years, being 4.47 per cent. on the book value as set by the roads, and 5.19 per cent. on the tentative value as set by the commission.

Figures submitted by the carriers showed that while the population of the United States has increased 17.66 per cent. since 1921 and the number of passenger miles has increased 17.41 per cent., or practically has kept pace with the population, total expenses have increased 162.66 per cent., while passenger revenue has increased but 80.31 per cent. and general revenues 118.5 per cent.

These figures, it was explained, show that with the exception of the years 1912, 1915 and 1922, when unusual conditions existed, the passenger traffic has kept pace with the growth of population, regardless of rates. The extraordinary increase in expenses beginning in 1916, however, rendered it impossible, with the rates in effect since that date, to maintain the proper relation between revenues and expenses in the passenger service, notwithstanding the large increase in business between 1916 and 1920. Analysis of the expenses show that the increased costs are beyond the control of the carriers, it was declared.

Witnesses appearing for the traveling men pointed out that the increase in passenger fares made in 1920 was proposed to meet the wage increases garnted by the Railroad Labor Board, but that, while wages have since been reduced, even beyond the extent of the increase and fewer men are employed by the roads, no reduction has ever been made in rates. High passenger rates have resulted by curtailing travel and driving passengers to the use of automobiles, in a loss of seven billion passenger miles to the carriers, which, however, it was declared, could be largely regained by the issuance of mileage tickets, which would induce business houses to put more men on the road, lengthen the travel time and increase the territory of those already out, and stimulate traffic generally.

Among the commercial organizations represented at the hearings were the National Council of Traveling Men's Associations, the International Federation of Commercial Travelers' Organizations, the Travelers' Protective Association of America and the Mutual Travelers' Protective Association.

Further testimony on the application of the Commercial Travelers of America for the removal of the present 50 per cent. surcharge for Pullman and similar accommodations will be heard by members of the Interstate Commerce Commission in Chicago on November 22, it has been announced.

The full commission, on November 24, will hear oral arguments in Washington on the fares and charges for sleeping and parlor car accommodations, which the commission has been investigating for some time with a view to determining whether reductions should be ordered.

TWENTY PER CENT. OF WASTE IN INDUSTRIES DECLARES DEPARTMENT OF COMMERCE

One dollar in every five produced in this country is being destroyed through wastes in industry, many of which are preventable, it is declared by officials of the division of simplified practice of the Department of Commerce, who for several years have been engaged in a study of this subject. Much of the waste is due to lost motion in the production, storage and handling of commodities, duplication of varieties, styles or sizes, and failure to reclaim material which cannot be used in the commodity being made but which has a value for other purposes.

The division of simplified practice is now co-operating with a large number of industries in the prevention of waste, and in some cases has reduced varieties or sizes by as much as 90 per cent. without reducing sales or inconveniencing the consumer. On the other hand, simplification has in many instances made it easier for the consumer to replace parts, as he no longer has to seek a particular sources of a certain size or variety.

I. C. C. REFUSES TO RECONSIDER EXPRESS RATES

The Interstate Commerce Commission has refused to reconsider its recent decision in which reductions in express rates in the West and South were ordered, to become effective in the near future.

Applications for the reopening of the case and the consideration of further testimony regarding rates and earnings in those sections were submitted by both the American Railway and Southeastern express companies.

The commission's decision, in addition to lowering rates in the West and South, provided for some increases in the East and for a realignment of the boundaries between zones, with a view to equalizing rates more generally.

BUREAU OF FOREIGN AND DOMESTIC COMMERCE TO EXTEND SERVICE

Additional service to American manufacturers will be rendered by the Bureau of Foreign and Domestic Commerce through the opening of new foreign offices in Canada, Germany, Sweden, Finland, India, China, Uruguay and Porto Rico, it is announced by the director of the bureau, Dr. Julius Klein.

There are now forty such offices, each under the direction of a trained trade commissioner whose duty it is to keep American business men informed of all changes in customs duties, commercial laws and other factors in his district, to acquaint them with oportunities to increase their foreign trade and to act as a contact between American business men and their foreign customers when difficulties arise. A string of branch offices throughout the United States enables the foreign offices to keep in close touch with American manufacturers and exporters.

J. M. DIAZ IN TAMPA

Jose M. Diaz, Jr., vice-president of the Preferred-Havana Tobacco Company, is now making his headquarters at the Tampa factory where he expects to supervise the production of the "Henry the Fourth" for the next six months.

IMPORTERS WANT UNIFORMITY IN CUSTOMS PRACTICE

Greater uniformity in customs practice at the various ports is being sought by importers throughout the country, who have brought to the attention of the Treasury Department the desirability of such action. It is declared that there is a wide variance as to the rates of duty assessed on certain articles when imported at New York and when entered at some other ports, one case being cited where goods assessed at 40 per cent. ad valorem at New York were assessed at 70 per cent. in St. Louis.

Investigations are under way with a view to ascertaining to what extent this situation exists and, if it is found to be widespread, it is probable that steps will be taken by the customs division of the Treasury Department to insure a greater uniformity in appraisals.

ROSEBRO JOINS REES-MITCHELL COMPANY

It has been announced that W. W. Rosebro, better known as "Doc," has become affiliated with the Rees-Mitchell Cigar Company, of Greensboro, N. C., and will in the future work for their new brand, "Sunbeam Squares." Austin Nichols & Company, of New York City, have been appointed distributors for the United States for this brand and a fine three-story factory has been leased in Greensboro in order to take care of the anticipated demand.

BROTHERS ENGAGED TO SISTERS

On Saturday evening, September 27, Mr. and Mrs. Charles F. Althaus, of 1350 Franklin Street, Bronx, N. Y., announced the engagement of their daughter Anna to Victor Schwarz, and of their daughter Marion to Walter Schwarz. No date has been set for the weddings.

Mr. Althaus is widely known in the cigar industry as the head of the cigar box firm of Nic Althaus Company, Incorporated.

S. R. MOSS DIES

Solomon R. Moss, who operated a cigar factory in Lancaster, Pa., for some time, died on October 4th, in Paris, France. Mr. Moss was born in Germany and came to this country about 1876 and established what became one of the largest cigar manufacturing companies in Pennsylvania, at Lancaster. He disposed of his business several years ago to Kraus & Company, of Baltimore, Md.

Mr. Moss was seventy-two years of age, and is survived by his wife and two sons.

SEVERE STORM IN CUBA

A report received from Havana on October 21st stated that a severe tropical storm had passed over Arroyos de Mantua, in Pinar del Rio, killing from eight to thirteen people. Almost every building in the town was damaged and the tobacco crop in that vicinity was seriously damaged.

DAWES VISITS PHILLIE WITH PIPE

General Charles G. Dawes visited Philadelphia on Tuesday night, October 21st, and addressed a Republican meeting in the Academy of Music. The newspapers, of course, all contained his picture the next day, and his campaign pipe was much in evidence.

York County News

THE October monthly meeting of the York County Cigar Manufacturers' Association was well attended and met as usual at Red Lion, Pa., with President B. M. Hanigan in the chair.

The association's Credit Bureau reported the addition of the names of several firms to their list of unsatisfactory accounts, and this Credit Bureau is proving of great benefit to the members.

A committee was appointed to arrange for the fifth annual banquet of the association to be held at a time to be decided on at the next meeting, and the committee's greatest problem is to secure a banquet hall of sufficient size to accommodate the increasing large number who attend.

Chester Myers, of the York Cigar Box Company, York, Pa., addressed the meeting, asking for the support of the association to the efforts of the cigar box manufacturers to have the Department of Internal Revenue at Washington make a ruling whereby one factory number would be assigned to each cigar manufacturer regardless of how many factories the cigar manufacturer may operate.

This would be a national factory number to be used on cigar boxes and each cigar factory would retain its regular district factory number for internal revenue purposes as at present.

There is no doubt but that this suggested method of national factory numbering would be of great benefit to the cigar manufacturer and cigar box manufacturer and a resolution was passed voting favorably on this subject.

The subject of the Tobacco Show to be held in New York in January was discussed and resulted in the association taking several spaces and a committee was appointed comprising J. C. Winter, A. S. Ziegler and C. M. Ehehalt to make all the necessary arrangements for the exhibit, and judging by past performances of these gentlemen when acting in similar capacities, we can look for an exceptional exhibit of York County quality five-cent cigars.

East Prospect, Pa.

A. F. Burg is still enjoying a big sale on "Flor de Pinta" and "Spencer Wilson" foil-wrapped perfectos.

East Prospect Cigar Company are working to capacity in an endeavor to relieve the oversold condition that exists on their "Epco" and "Emilia Garcia" brands.

"BEST OF THE BEST"

OP'TIMO — VERY MILD — VERY MILD — CIGARS

Manufactured by **A. SANTAELLA & CO.**

Office, 1181 Broadway, New York City

FACTORIES: Tampa and Key West, Florida

Yorkana, Pa.

E. B. Strickler has filled his recently finished addition to his factory with cigarmakers and still reports being greatly oversold on "Double Quality" and "Politana" cigars.

Yorkana Cigar Company have booked a large number of orders for "Paul Mayo" invincibles.

Hellam, Pa.

U. U. Blessing & Company have increased their production on "Garcia" triangulares which have won great favor with the trade.

The factory of Sig. C. Mayer & Company is working overtime and Mr. Mayer recently visited this territory looking for additional manufacturing facilities to help relieve the oversold situation that exists on "El Wadora" and "Cornell" brands.

Spry, Pa.

H. L. Haines & Company, manufacturers of "Robert Fulton" cigars, are receiving satisfactory results from the Miller, DuBrul & Peters Manufacturing Company bunch machine recently installed.

Windsor, Pa.

Herbert L. Smith has the new addition to his factory filled with hands and is still very much oversold on "Havana Brown" foil-wrapped invincibles.

W. H. Snyder & Sons' big business on their "Country Club" cigar has grown bigger and all their factories are going at top speed.

Jacobs, Holtzinger & Company still have the "El Teano" brand as their leader and are way oversold on it.

The latest addition to the Order of Odd Fellows in York County is the Windsor Lodge No. 443 I. O. O. F. They held their monthly meeting on October 22.

Red Lion, Pa.

Martin Neff & Son have greatly increased their production on "Middy" and "Grandella" foil-wrapped invincibles to try and meet the demand for these big sellers.

W. J. Neff & Company are making heavy shipments of "Robert E. Lee" cigars and have just started to make deliveries on large orders for foil-wrapped invincibles that Mr. Neff booked on his recent trip to the Pacific Coast.

G. A. Strobeck & Company have their production of their "Gasco" brand sold for the year.

W. C. Frutiger, of W. C. Frutiger & Company, tells us that his "Bank Note" and "Victory" brands are both selling so big that it is hard to tell sometimes which is the largest seller.

D. C. Kaltreider & Sons, although working to capacity, are unable to meet the demand for "Apollo" foil-wrapped invincibles.

Kelly Cigar Company have booked some very large orders for their famous "Kelly" and "Kelly's Green Ribbon" cigars and have recently opened another factory to help speed up production.

T. L. Adair & Company are very much oversold on their "Argood," "El Cortel" and "Boston Port" perfectos wrapped with imported Sumatra wrappers.

T. C. Smith & Company still enjoy a big business on their "Magnet" brand.

J. C. Winter & Company are operating all their factories to capacity. Their principal brands are "Champagne" at five cents, "Skill" at eight cents and "O San" at ten cents and upwards.

Tampa Cigar Company have opened another new factory at Wrightsville, employing about fifty hands, to make more of that popular brand "Federal Judge," foil wrapped.

(Continued on Page 18)

The 5c Cigar

You can make it at a Profit

The Advantages of the Model L
Scrap Bunch Machine

1. Straight or shaped work, equally well done.
2. Makes right or left hand bunches perfectly.
3. Uniform size and weight of bunches assured.
4. A very substantial saving in labor costs.
5. It will work large size or mixed CUT scrap of unequal sizes.
6. Handles perfectly shredded or thrashed scrap.
7. A long, even rolling for better smoking qualities.
8. Damp or dry tobacco handled with equally good results.
9. Low cost of upkeep: does not easily get out of order.
10. The easily adjustable weighing scale meets all requirements as to changes in sizes and weather conditions.
11. Fluffy filler because the tobacco is lifted from a hopper—a decided improvement over the gravity method of feeding.

Price $750 complete

f.o.b. Factory, Newark, N. J.

The solution lies in the use of labor saving machinery such as the Model L Universal Scrap Bunch Machine.

For example: Manufacturers today are paying anywhere from $2.50 to $3.50 per thousand for bunch making, either straight hand work or using small hand devices. Figuring on this basis, the Model L Scrap Bunch Machine will show up about as follows:

	Cost per M
Present hand method - -	$2.50
Model L Machine method - -	.90
Net saving - -	$1.60

This net saving represents the difference between turning out a 5c cigar profitably and breaking even or in many cases turning it out at a loss.

Model L Machines will produce from 450 to 500 *uniform* bunches per hour, either straight or shaped work, right or left hand bunches.

Universal Tobacco Machine Co.

116 West 32nd Street, New York

Factory: Newark, N. J.

After all nothing satisfies like a good cigar

BUSINESS BUILDING

By A Trained Business Man And Advertiser

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

I HAVE a great respect for the head of a business, even a small one, and also for an auto driver. And I will tell you why.

I bought a tin Lizzie recently and spent many days learning to drive. During the learning I sought to turn into a narrow lane between two tall stone posts. I turned too soon. I ran, slam, into one of the posts and knocked it clean over. And the bricklayer, with the prevailing wage of fifteen per day, handed me a bill for forty ducats, which it grieved me mightily to liquidate. My instructor told me: "You mustn't turn too soon, neither too late, but just at the right time."

A business paper now before me states that business is evoluting, changing, progressing, revolutionizing. It says the merchant must change with the times or be stranded on the flats. He mustn't change too soon, or he will knock over a post. He mustn't change too late, or he will run off the bank.

"Gee," says I to myself on reading, "I sure feel sorry for the merchant who hasn't trained himself with reading, observation, talking and practice—for the jinx have their eyes on him good and hard." And I doff my Stetson to the merchant who is wise—who reads, and thinks, and observes, who don't stand still, who don't move too soon, who don't move too late. Therefore I say passionately, apprehensively and friendly, "Watch your step."

"What can I do to increase my business?" asked a retailer of me after handing me a quarter's worth of cigars and cash-registering my quarter.

"Now, you've got me, Old Top," said I.

"Your question is such a knockout that I haven't any comeback.

"If I could tell you just what to do, and how to do it to increase your business, I could go up and down this broad land, talking in every store and getting real money for my talks till I had to hire a truck to carry the stuff.

"There ain't any secret, or slogan, or motto, or plan, or method, or open sesame, or magic, or anything of the kind to bring success.

"I can spill out a million words of suggestion and advice and pointers, but they won't get you anywhere. But I'll just hand you a few fundamentals," sez I.

"Buy dependable goods, make an attractive show window every week. Have catchy placards, groom yourself to the top notch, practice before your mirror daily for a pleasing expression, learn to smile quickly and naturally, be courteous from your heart.

"And your business should grow."

Do you find it hard to smile, difficult to laugh and impossible to let go and haw-haw so you can be heard a mile away? Do you have horrid dreams o'nights—of being chased by the bogeyman and being shod with leaden shoes so you can't run? Does your hair rise when you read of the growing number of chain stores in the dreadful fear that one may locate near you?

Cheer up! Pour some iron in the marrow of your bones. Clench your fingers into hard and bony fists. Put on a frown that would affright the fearsome gorilla of the African wilds.

And say: "Let a chain store open near me if it dare. I'll swing my heavy club, and it can't hurt me one little bit."

And what will be your heavy club?

Why, simply Business Knowledge and increased Business Ability. That's it. And that's sufficient.

Chain cigar stores are finding by actual experience that they can't take the trade of the independent stores where the proprietors have developed their business ability and keep warily on their toes.

But they find it as easy as eating luscious cherry pie when they locate near an easy-going, somewhat careless, self-satisfied dealer who has no time to read his trade paper, who tells himself that he knows his business, and that these hundreds of little improvements are not worth bothering over.

It sure woke me up with a start. I was attending a business convention and an old fellow who spoke through his nose was talking. He was a million miles away from being an orator and I was pulling off a lot of little catnaps to my great enjoyment, when I quick woke up to the fact that I was neglecting my duty.

It was nothing but a little sentence he said that woke me up, and it was this: "If a man has succeeded in business, it seems to me that the fellow who is not succeeding would want to know how the fellow who is succeeding is carrying on his business."

"A business text," says I; and I slapped it down with hasty pencil.

You remember, don't you, that thrilling little story about Columbus making an egg stand on end? He smashed in the end, and up stood the egg.

"It's all in the know-how," said Columbus, puffing away at his cigar.

Success in business is all in the know-how, and this Business Building Department is giving you the know-how. It is raking the land of business papers and successful men's brains, gathering up the know-how, and passing it on to you. And it is helping a lot of you, believe me, for you write and tell me so.

(*Continued on Page 19*)

Light a Harvester Cigar
Perfecto 2 for 25c
A comfy chair—
your favorite paper—and
a HAR... cigar—
WIDE AWAKE
dealers place HARVESTER
CIGARS right in front of the show-case
where the best sellers are usually kept
THINK IT OVER
CONSOLIDATED CIGAR CORPORATION
Hechscher Bldg. 5th Ave. at 57th St. NEW YORK
Light a Harvester Cigar
De Luxe 15c
....It is surprising what influence a good cigar has over a man.
Light a Harvester Cigar
Light a Harvester Cigar
a moderately priced cigar of unusual quality.
Record Breaker 10c
The Harvester Cigar is made by Consolidated Cigar Corporation, N.Y.
Distributed by
A good cigar is one thing....a better cigar is another.
Light a Harvester Cigar
.... it is a better cigar, better made. It is a rare blend of selected imported tobaccos covered with shade-grown wrapper... a delightful combination!
CONSOLIDATED CIGAR CORPORATION

Detroit News

(*Continued from Page 9*)

The official opening of the new Mazer-Cressman Cigar Company's "Factory De Luxe" was held on Saturday, October 11th, over 2000 guests attending. Owing to the vast crowds who wished to inspect the "most up-to-date cigar factory" in the country, admission was by invitation only. Prominent men in all walks of life were in attendance. Addresses were made by Jacob and Henry Mazer, and Hon. Joseph A. Martin. Jacob Mazer was presented with a loving cup, a gift from his factory employees. Many distributors of the Mazer-Cressman products in various sections of the country attended the grand opening. Refreshments were served and dancing was engaged in until the wee morning hours.

The new building, "Cigar Factory De Luxe" is most up-to-date in construction, built of reinforced concrete and steel and absolutely fireproof, is five stories in height. It has a floor space of 60,000 square feet and will house 1000 workers under one roof, and a production capacity of seventy-five million cigars per year. The treating and conditioning of tobacco will be under the most expert methods in separate rooms especially installed for the purpose. The water tank for the humidifying system has a capacity of 45,000 gallons. The construction of the plant and the humidifying system, automatically controlled, will insure an even temperature throughout the plant at all times regardless of the weather conditions outside. The ventilating system completely eliminates every particle of tobacco dust and other impurities throughout the entire plant. This is a feature which the employees are enthusiastic about, as it will eliminate the last objection to the profitable occupation of cigarmaking.

Every convenience possible for the health and comfort of the employees has been worked out by Mr. Jacob Mazer to make their work pleasant. A modern cafeteria seating 250 persons at one time is an added attraction in this Cigar Factory De Luxe. Rest and recreation rooms with a trained nurse in attendance, which is another innovation included for the comfort of the workers. Mr. Mazer says: "The success of our business depends upon our employees," and with this view in mind, he has spared no expense, in making their surroundings as pleasant as possible.

Jacob and Henry Mazer, founders of the Mazer Cigar Company, came to Detroit from Pittsburgh, many years ago, where they were engaged in the manufacture of stogies. They started operations here on a small scale, branching out as their business grew. For many years they have owned and operated factories in Dayton, Columbus, Newark and Cincinnati, Ohio, and Detroit, Mich. Production in the Mazer plants in 1923 reached the 150 million mark. The growth of the Mazer organization has been phenomenal and their brands are known all over the country. During the early part of this year they consolidated with the Allen R. Cressman's Sons, Incorporated, one of the oldest cigar manufacturing firms in Philadelphia.

Jacob Mazer, secretary and treasurer of the Mazer-Cressman Cigar Company, Incorporated, is the production manager; Henry Mazer, president of the Mazer-Cressman Cigar Company, Incorporated, also president of the Peninsular Cigar Company, with branches in Chicago and Toledo, is the master of distribution. The Mazer-Cressman Cigar Company's products are nationally advertised and are known all over the United States, *viz.*: "Manuel," "El Javana," "Dime Bank," "Humo," "Miss Detroit," "Detroit Hand-Made," "Macico," "Counsellor" and "Tennyson."

Among the out-of-town visitors were Walter Lutz (Louis Deschler Co.); John J. and John M. Dittgen (Dittgen Paper Goods Co.); Sol Baer and Abe Wolfe (Baer-Wolfe Cigar Co.); Nathan and Samuel Bijur (E. Rosenwald & Bro.); W. D. McCaffery (McCaffery

(*Continued on Page 18*)

ORGANIZATION

However pressing the need, however ardent the desire, however lofty the ideal; there can be no permanent growth without organization.

Whether in the manufacture of automobiles or cigar boxes, the energy of man and machine must be co-ordinated if time, labor and money are to be saved.

A walk through any of our factories will convince you of the importance we place on organization and the degree to which it has been attained.

Make your boxing problem ours.

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

York County News

(Continued from page 12)

Red Lion, Pa., Continued

Arthur-Perry Cigar Company have added a new invincible size under their "A. & P." brand which makes an unusually attractive package.

A. S. Frey & Company have been booking large orders for their "Atlantis" brand foil-wrapped perfectos.

T. E. Brooks & Company are still opening up new factories in an effort to meet the tremendous demand that they enjoy for their "Havana Sweets" and "Canadian Club" brands, and it keeps Mr. Thompson, of this firm, on the rush to visit their many plants.

That the new concrete road from York to Red Lion is of great advantage to the general public is best evidenced by the fact that in a recent computation it was found that at a given point there passed over five hundred automobiles in fifteen minutes.

W. J. Neff and C. P. Stabley, of Red Lion, Pa., recently received eight pair of ring-neck pheasants from the State Game Warden which they placed on farms in this section.

This variety of game birds is almost extinct in this vicinity and these local sportsmen have placed the birds provided by the State on farms for breeding purposes, and the farmers will not permit hunting this season and the pheasants will be given a chance to raise a flock of young for next year.

The last meeting and luncheon of the Lions Club of Red Lion was held in the lodge rooms in the Spangler Building and members of the Dallastown Club were the guests of honor. Walter G. McBlaine, of York, Pa., was the principal speaker, and his very interesting address was well received. T. E. Brooks, president of the local club, presided at the meeting.

Among the guests present were S. S. Kauffman, Washington, D. C.; C. S. Mosher, New York City; Rev. H. D. McKeehan, Dallastown, Pa.; Dr. G. A. Myers, Dallastown, Pa.; Dr. C. W. Frey and Albert Bennedick, Dallastown, Pa., who also made addresses.

Yoe, Pa.

W. H. Sechrist has recently opened, through his representative, W. P. Danforth, a goodly number of new jobbing accounts in the South on the popular "Florida Honeysuckle" foil-wrapped perfecto cigar.

G. A. Kohler & Company are making heavy shipments of "Ford" foil-wrapped perfectos.

Kohler, Snyder & Company are enjoying their usual good business on "Tiz" perfectos.

J. R.

H. M. DUYS HAS PNEUMONIA

Henry M. Duys, of the leaf tobacco importing firm of H. Duys & Company, of New York City, is seriously ill at his home with pneumonia. Physicians in charge of the case reported that Mr. Duys was holding his own in a satisfactory manner, and it is hoped by his many friends that he will very soon make a complete recovery.

INTERNATIONAL CIGAR MACHINE DIVIDEND

The International Cigar Machinery Company has declared an initial dividend of $1 per share on the outstanding capital stock of the company, payable November 10th, to stockholders of record October 31st.

Detroit News

(Continued from Page 16)

Cigar Co.); Otto Ziegler, Lansing, Mich.; Arthur Harms and Erwin Harms (Peter Hauptmann Tob. Co.); Duncan B. Walker (Cadillac Can Co.); T. A. DuBrul (Miller, DuBrul & Peters); J. E. Fitzgerald (Walsh & Co.); P. V. Hoyle and J. A. Desmond (*The Tobacco Leaf*); E. H. Davis (*United States Tobacco Journal*) and George H. Stone, THE TOBACCO WORLD.

The "Herbert Tareyton" cigarette deal is going fine with the Detroit smokers and many dealers report a big increase in the demand for "Tareyton" cigarettes. With every package of "Herbert Tareyton" cigarettes, containing one hundred of the regular size, for $1.25, the consumer receives a package of twenty of the new Prince size, which has a twenty-two karat gold tip. This size is also getting a splendid sale.

Col. David H. Moulsdale, salesmanager for Factorney No. 1, Sanchez & Haya Company, Tampa, Fla., was with us for a few days last week. The Colonel was looking fine and feeling his best, reporting business as being extremely good with him all along the route covered. During Colonel David's sojourn here his many congenial friends were very solicitous as to his comforts, wishing to show him every courtesy and all the sights for which Detroit is famous. It is reported all the places on Lake Shore Drive were visited and a delightful time was had by all, until they reached the village of Grosse Pointe, homeward bound, when an officer of the law overhauled them for being in too big a hurry. The big Marmon was doing about seventy-five per, which is too fast for these parts, so accordingly the officer decided to escort the crowd on a tour of inspection of the new jail, in which place the Colonel and his friends remained for several hours. To use the Colonel's exact words, "I am glad we had the opportunity of looking over the new jail, we had a great time and the officers were fine."

Arthur G. Wiedmann, of the Acme Corporation, "Cigar Box Products," St. Louis, Mo., was a visitor here last week. Mr. Wiedmann has withdrawn from active connection with the American Box Supply Company here, to devote his entire time to the Acme Corporation.

On Saturday, October 25th, the sales staff of the Toledo Branch of the Peninsular Cigar Company, under the command of Louis J. Dancer were the guests of the home office. A tour of inspection of the new Mazer-Cressman Cigar Company's plant "De Luxe" was made. A banquet was tendered to the combined sales forces at the General Motors Building by Henry Mazer, president of the Mazer-Cressman Cigar Company. Interesting sales talks were given by the president and the various salesmen.

Frank Patton, of Gonzales & Sanchez, Tampa, Fla., has been rusticating with us for a few days. Pat, as he is familiarly known to the trade, was running over with pep and had a good supply of good stories up his sleeve. Pat says he has no complaint to make about business as it is good with him. While here Pat sold the Gonzales & Sanchez line to Marcero, Bump & Howell Company, who will feature this brand, being the only clear Havana line they handle.

Yours truly,

MIKE OF DETROIT.

Business Building

(Continued from Page 14)

Today, before sundown, three hundred business houses in this country will go fluey and drop out of the game. The same tomorrow, and next day, and every day of the year.

And what is the cause of all this misererie?

Bradstreets, that reliable house of statisticians, says there are three leading causes: mismanagement, lack of aggressiveness and discourtesy.

It sure would grieve me to have you numbered among this three hundred, and therefore, like a true friend, I give disagreeable and probably unwelcome advice in the desire to aid you.

Won't you, after supper, light up your favorite brand, sit down in your easy chair and think thoughts—deep, earnest, straight and searching thoughts?

Ask yourself if any details of your business are MISMANAGED. Ask if there is a LACK OF AGGRESSIVENESS in your methods. Ask if DISCOURTESY is ever exhibited to customers and prospects.

Don't dodge the answers. Don't hem and haw, and make excuses. Don't say it is no matter and slip your thoughts to something pleasant. Hunt out the answers, no matter how much it hurts, and speak them out to yourself.

And if they do show some faults, and omissions and errors in your business, plan to correct them, for the bogeyman has keen eyes and he is out to lasso the man who don't correct his business faults.

ISADORE STEINER MAKES STATEMENT

Isadore Steiner, president of the International Banding Machine Company, 257 West Seventeenth Street, New York City, has issued the following statement to the trade papers in reference to the recent decision of Judge Goddard affecting banding machine patents:

"The decision of Judge Goddard does not mean that anyone may freely infringe the patents of this company. The patents were all held valid but non-infringed by the defendants. Only one claim was held invalid, and that only because of being too broad. An appeal will be immediately taken from Judge Goddard's decision and we have every confidence that the decision will be reversed.

"In the meantime notice is given that we intend diligently to prosecute all infringers of the patents that were in suit, and on other basic patents covering cigar banding machines owned by this company.

"We take this opportunity to state that our New model cigar banding machine, fully improved to 100 per cent. fool-proof, operates ungummed bands at the rate of fifty packed cigars per minute, requiring one operator. The saving in buying your cigar bands ungummed will more than pay for the use of this wonderful cigar bander. This machine can be seen and demonstration given at our office. It will be ready for the market very shortly.

"Our advertisement will appear in the trade papers in the near future."

CHARLES THOMSON

"The Money's Worth Cigar"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 5620, 5621, 5622
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

Members of the industry are cordially invited when in Philadelphia to make the offices of
The Tobacco World
their headquarters, and to make use of our services in any and all ways. For conferences a private office will be placed at their disposal, if desired. Remember the address, 236 Chestnut Street, Philadelphia, Pa.
Telephone, Lombard 1768

LA PALINA
CIGAR
Meet us at the Tobacco Show
CONGRESS CIGAR CO. - Philadelphia, Va.

CLASS A CIGARS SHOW INCREASE IN SEPTEMBER

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of September, 1924, and are issued by the Bureau. (Figures for September, 1924, are subject to revision until published in the annual report.)

Products	*September, 1923*	*September, 1924*
Cigars (large):		
Class A .....No.	223,146,203	245,196,250
Class B .....No.	140,122,382	123,619,987
Class C .....No.	222,937,382	222,538,890
Class D .....No.	9,741,808	11,693,368
Class E .....No.	2,869,567	2,559,720
Total .....No.	598,817,342	605,608,215
Cigars (small) .....No.	35,440,900	43,729,787
Cigarettes (large) .....No.	1,614,300	1,046,280
Cigarettes (small) ....No.	5,567,397,147	6,273,217,017
Snuff, manufactured ....lbs.	3,076,203	3,193,562
Tobacco, manufactured..lbs.	30,804,365	33,521,575

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in enclosed supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of September:

Products	*September, 1923*	*September, 1924*
Cigars (large):		
Class A .....No.	6,717,650	10,745,150
Class B .....No.	1,475,500	1,377,490
Class C .....No.	4,917,820	4,456,140
Class D .....No.	25,500	25
Total .....No.	13,136,470	16,578,805
Cigars (small) .....No.	2,000,000	1,000,000
Cigarettes (large) .....No.	125,000	620,000
Cigarettes (small) .....No.	42,000	50,000

Tax-paid products from the Philippine Islands for the month of September:

Products	*September, 1923*	*September, 1924*
Cigars (large):		
Class A .....No.	19,332,388	20,164,870
Class B .....No.	410,663	375,145
Class C .....No.	105,020	203,622
Class D .....No.	2,050	25
Class E .....No.	2,340	145
Total .....No.	19,852,461	20,743,807
Cigarettes (small) .....No.	139,356	220,510
Tobacco, manufactured..lbs.	4	22

Note: Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.

THE MOST RECENT EXHIBITORS IN THE COMING TOBACCO EXPOSITION

York County Cigar Manufacturers' Association
Baker Tobacco & Cigar Machinery Company
Lyons Manufacturing Company
A. W. Maas & Company, Incorporated
Rees Mitchell Cigar Company
Park & Tilford
W. C. Frutiger & Company.

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA
BY
VAL. M. ANTUONO

TOPIC
"Good from End to End"

Good for the dealer because:-

They are popular,
They are profitable,
They sell quickly.

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Bold-LaTosella-Recall

An old tobacco secret re-discovered—

1870— Wellman's famous old secret

1921— revived for Granger

1924— a popular seller in 32 states—a quarter-million smokers

A new richness from an old-time process

Made for pipes—cut for pipes—packed sensibly to save money

NOW it can be told. Three years ago we decided to revive a famous old secret method of mellowing tobacco—"Wellman's Method", it was called.

For three years we have been quietly trying it out—we, and about a quarter-million shrewd pipe-smokers who discovered it for themselves.

No whirlwind campaigns, no "special offers", no extravagant claims; Granger Rough Cut has made good on its taste alone. There could be no better proof of its quality.

Now we are ready to "tell the world"

An extraordinary pipe tobacco. "Wellman's Method"—now ours exclusively—not only mellows tobacco, but "rounds it out"—gives it a new taste, richer and milder. There's no other method like it, nor any other tobacco like Granger.

And not only differently mellowed, but cut differently—cut for *pipes*. The Rough Cut burns more slowly, hence smokes cooler—and a pipe-load lasts nearly twice as long.

And finally—notice the package.

If Granger Rough Cut were packed in fancy lithographed tins, it would cost 15 cents.

But wrapped in smart heavy foil, you get this fuller, longer, cooler smoke at a *third* less cost. Foil instead of costly tin—hence the price.

Too good to be true? Ask any man who has tried it. Better yet—get out your pipe!

10¢

Granger Rough Cut

A Pointer on Tobacco—
The slower a tobacco burns, the cooler it smokes. This slow burning is due to the "cut". Granger is "rough cut" to smoke slow and cool—cut for pipes, not cigarettes

LIGGETT & MYERS TOBACCO CO.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF
HIGH GRADE
CIGAR BOXES
CEDAR SAW
AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
TEL. 4270 LEXINGTON ESTABLISHED 1873.
637-641 EAST 17 ST.
NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
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Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
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WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

TEMPLETON:—43,945. For cigars only. September 19, 1924. Gehrken Tobacco Co., Augusta, Ga.

ARROWHEAD LAKE:—43,946. For cigars and tobacco. October 7, 1924. L. D. Houghton, Los Angeles, Cal.

ARROWHEAD WATER:—43,947. For cigars and tobacco. October 7, 1924. L. D. Houghton, Los Angeles, Cal.

HAVA-SPEAR:—43,949. For cigars, cigarettes and cheroots. October 14, 1924. Hoffman Cigar Co., Wilmington, Del.

COLLINGTON:—43,950. For cigars. October 6, 1924. Norman N. Anderson, Baltimore, Md.

LETTS REST:—43,951. For cigars, cigarettes and tobacco. October 16, 1924. A. A. Brown, Lynchburg, Va.

P. C. K.:—43,952. For cigars. October 17, 1924. Peter Kalicki, Milwaukee, Wis.

STACHELBERG'S TAMPA UNIVERSAL:—43,958. For all tobacco products. October 18, 1924. American Cigar Co., New York, N. Y.

STACHELBERG'S TAMPA LA FAMA UNIVERSAL:—43,956. For all tobacco products. October 18, 1924. American Cigar Co., New York, N. Y.

THE Z-R-3:—43,957. For cigars. October 17, 1924. Harry Zimmer, New York, N. Y.

RE-REGISTRATION

NATIONAL SEAL:—43,953. For cigars. September 25, 1924. C. M. Ehehalt, Red Lion, Pa. The trade-mark, though apparently not heretofore registered in any of our Affiliated Bureaus, has been acquired by a transfer from Pasbach-Voice Litho. Co., Brooklyn, N. Y., who had acquired same by transfer from P. Lorillard Co., New York, N. Y.

TRANSFERS

No. ONE:—2309 (Association). For cigars. Registered August 11, 1886, by Geo. Schlegel, New York, N. Y. Transferred to Heitman & Gath, Glendale, L. I., October 17, 1924.

LA REPUTACION:—12,916 (U. S. Tobacco Journal). For cigars. Registered December 1, 1890, by Wm. Wicke Co., New York, N. Y. Through mesne transfers acquired by S. Bachman & Co., Inc., San Francisco, Cal., and re-transferred to La Minerva Cigar Factory, Inc., Manila, P. I., May, 1924.

FACTS ABOUT TURKISH TOBACCO RÉGIE

The Régie Ottomane (Turkish Tobacco Monopoly) was established in Turkey in May, 1883, with a capital of four million pounds sterling, of which one-half is fully paid in.

The Turkish Government vested with the Régie all privileges in all departments with respect to tobacco, in the territory of the republic, chiefly:

1. To collect taxes on it;
2. Ferret out smuggling;
3. To give authorization to the cultivators;
4. To control and register all the cultivated fields;
5. To receive all the products of the harvests into the Government warehouses.

The amount of tobacco cultivated in Turkey varies yearly between thirty-five and forty millions of kilos. The best products are those of the provinces of Samsoun, Baffra, Smyrna and Trebizonde, which are universally renowned and have an inimitable quality.

No other firm in Turkey but the Régie Ottomane can manufacture tobaccos and cigarettes.

No other firm in Turkey but the Régie Ottomane can export cut tobacco and tobacco made into cigarettes.

By virtue of its agreement with the Turkish Government the Régie Ottomane is obliged to employ in its manufacturing exclusively Turkish tobacco produced in Turkey, both for sale in the interior of the country as well as for export.

Consequently, all the tobacco and cigarettes of the Régie Ottomane sold abroad are pure and genuine Turkish and are manufactured in the central plant of the Régie at Constantinople.

The products of the Régie in Turkey reach annually two and a half billion cigarettes and two and a half million kilos of tobacco, that is, together five million kilos.

The above data, which is authentic, is supplied by the American representatives of the Turkish Régie, the A. B. Newman Company of New York City.

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Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

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After all nothing satisfies like a good cigar

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Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
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BEST IN EVERY WAY

Especially when out of a Spanish Cedar Box

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NOVEMBER 15, 1924

VOLUME 44 No. 22

THE TOBACCO WORLD

MANILA CIGARS

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Booklet and list of Manila Brand Builders on application

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At Bristol on P. R. R.
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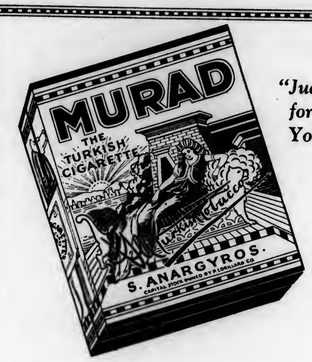

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

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CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

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The Tobacco World
Established 1881

VOLUME 44 NOVEMBER 15, 1924 No. 22

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
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FLAVORS FOR SMOKING and CHEWING TOBACCO
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Guaranteed by
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COLWELL'S AUTOMATIC
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Mr. Cigar Manufacturer, you owe it to yourself to employ every means possible to reduce cost of production.

You should put this AUTOMATIC LONG FILLER BUNCH MACHINE to work for you now and save money by reducing the cost of making your bunches.

Two operators can easily learn to run this machine and will soon become proficient.

It only takes up about 3 x 4 feet of floor space and is driven by a ¼ H. P. motor which consumes little current and can be operated from any ordinary light socket.

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The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
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HANOVER After all nothing satisfies like a good cigar PENNA.

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SAN FELICE
2 for 15¢
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10¢ 2 for 25¢ 15¢
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THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Volume 44

THE TOBACCO WORLD

Number 22

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, NOVEMBER 15, 1924 Foreign $3.50

EDITORIAL COMMENT

THE problem of many cigar manufacturers has been and still is, to produce some of the popular sizes of their brands at a profit. The prejudice against mechanical equipment, in the minds of some, is no doubt a big stumbling block to progress. The fact remains that an effort must be made to adjust this situation. It is a big burden for any manufacturer to meet competition in prices and sizes when he has no hope of making any money out of it.

One machinery manufacturer claims that by the use of his equipment for making a certain part of a cigar, there is a saving of from $2 to $4 per thousand. If this fact can be established, and we feel that the manufacturer's statement is truthful, there is no excuse for any manufacturer not making an effort to get on the right side of his ledger with the great majority of his sizes.

A manufacturer said the other day, "The profits of 1924, if any, will not be from sales but from the economies and savings practiced, in the majority of businesses."

It seems to us that the cigar industry as a whole has delayed too long in adjusting their manufacturing methods to meet conditions. There are several different methods of equipping cigar factories for mechanical production. Some methods require a larger outlay of capital than others, but the purchase of cigarmaking machinery is an investment, and one that will pay for itself many times over.

The cigar manufacturers who are facing the necessity of lowering their production costs will do well to investigate the cigar machinery field at once.

THE newly-organized National Retail Cigar Dealers' Association is evidence of the realization that something must be done to help the independent cigar dealers of the country pretty soon, or a lot of them will be beyond help.

The personnel of this organization is one to inspire confidence, and most of the officers and directors are known throughout the country. With Albert Breitung, of Chicago, Ill., as president, and Joe Loeser, of Chicago, first vice-president, there is promise of much activity for this new organization.

To our mind what is needed at once is a quick organization of local retail cigar dealer associations by cities, and in the case of smaller cities and towns, by counties.

The National Retail Cigar Dealers' Association could father such a movement, with each local organization paying dues directly to the national association and being represented by delegates at the meetings of the national association.

The cigar manufacturers of the country ought to feel a vital interest in such an organization and to assist in the financing of the national association until its organization membership would make it self-supporting.

It has been our experience that the development of any organization depends largely on personal contact. And unless there is personal contact and frequent meetings, interest will lag.

There are always so many local problems that it seems as if the first step ought to be local organization. Delegates from the local groups could then take up national problems through the national association. The dues from organization membership should be sufficient to enable the national association to maintain a trained staff of men thoroughly acquainted with the retailer's problems, and ready at a moment's notice to personally serve any local organization upon request from that group.

The power that can be wielded by such an association would be tremendous, and properly directed its forces could be made the most constructive step in the history of the industry.

The retail dealer is the point of contact with the consumer. This fact alone ought to make a strong appeal to the manufacturer and jobber, and secure for a national association their active support.

Retail dealers ought to get in touch with C. A. Mitts, 245 Houseman Building, Grand Rapids, Mich., at once for details of the National Retail Cigar Dealers' Association. Mr. Mitts is secretary and treasurer.

PHILADELPHIA.

Philadelphia, November 15, 1924.

THE manufacturers have felt no let-up in the demand for cigars and we find that some manufacturers have been unable to complete their deliveries on their holiday orders for one-fortieth packages due to their inability to produce sufficient of the regular one-twentieth packages to meet the demand.

With the retailers there has been a marked improvement in business the past week, with box sales much in evidence.

John Middleton, 1211 Walnut Street, manufacturer of the well-known "Walnut Mixture" smoking tobacco since 1856, has a window display that is most unusual and exceptionally attractive.

This display is an "Amber Exhibit" and shows rare and unusual speciments and is the first of its kind since 1876.

There are nuggets of clear amber and partly cloudy amber, polished and partly polished, nuggets with imbedded insects, petrified wood and amber, variegated bony amber, plant life imbedded in clear amber, green amber, black amber and transparent amber.

There are odd-shaped nuggets and some pebble surfaced due to the wash of the sea.

Varieties of amber are found in many countries, but the finest specimens, such as shown in this display, are from the region of the present Baltic Sea.

Amber is formed from the resin of needle-bearing trees of an early geological period known as the "Earlier Tertiary Eocene."

With the gradual sinking of the land, the sea covered these forests and after its recession many centuries later, valuable amber beds were discovered in the section known as Samland, where the earths richest deposits are found.

In connection with this amber exhibit, many different and exceptionally attractive pipes and cigar and cigarette tubes are shown, the pipes of meerschaum or briar with amber bits or of briar with meerschaum bowls with amber bits, and the cigar and cigarette tubes of various styles of amber and some with diamond and other precious stone mountings, and the most fastidious can be more than satisfied when choosing from a selection like that displayed.

Stoevers' Broad Street Station drug store cigar stand is having a steady call for "Webster," "Bering," "La Palina," "Philadelphia Club," as well as other popular brands.

T. H. Hart & Company, 1514 Sansom Street, jobbers of the "Leda" clear Havana line, and "Wisko," two for fifteen cents, report a big increase in the demand for these brands.

The George B. Evans drug stores are featuring their "Miraba" five-cent brand as well as all the popular advertised lines.

F. B. Vetterlein, No. 1 South Fifteenth Street, has recently installed very fine new showcase fixtures and also a new large show window on Market Street, which greatly enhances the appearance of the store, which is one of the most attractive in the central business section.

Some of the leading brands sold are "Royal Club" favoritas, "Four Knights" triangulares at five cents, "Aristocrat Blunts" at two for fifteen cents, and "Tampa Monarch" and "Jose Diaz," Tampa-made ten cents and upwards.

David Olster, Juniper and Sansom Streets, has added recently the "Mi Adelina" line, manufactured by M. Rodriguez & Company, which is meeting with good favor.

The "Garcia" and "Vega," "Mi Hogar" and "Ruvera Lopez" lines are also prominently displayed.

Yahn & McDonnell, at their Widener Building store, have devoted all their window space this week to pipes and smokers' articles and feature the well-known imported lines of Orlik, Peterson and Dunhill in a very attractive variety of styles, and also a special display of calabash and "Hell Maria" pipes, novelty tobacco pouches and leather pouches, cigar and cigarette cases and other novelties.

The Yahn & McDonnell Hotel Adelphia stand continues to enjoy a good patronage on "Cortez," "Garcia Grande," "Bering," Optimo" and "La Ventana."

Godfrey S. Mahn Company, Thirteenth and Chestnut Streets, are receiving a steadily increasing call for "As You Like It" Chicos packed ten in foil and retailing at fifty cents, and the always popular G. S. M. "Invincible" at two for fifteen cents.

National Drug Company stand, Thirteenth and Market Streets, are featuring the "Cadillac" cigar at ten cents. This cigar of exceptional quality, which is having a wonderful reception with the trade, is the product of the Fleck Cigar Company, Reading, Pa., and distributed in Philadelphia territory by the Victory Cigar Company.

This stand is also enjoying a good business on "Regenita" triangulares and "Gasco" perfectos at five cents.

Moores' cigar store, 1314 Filbert Street are making an attractive showing of "Cortez," "Jose Diaz" and "Custom House Smokers."

Attorneys for the creditors of the Eiseman Cigar Company made application on November 14, 1924, in Court of Common Pleas No. 3, County of Philadelphia, Room 285, City Hall, to continue the present receivership.

J. R.

WYKES IN CHICAGO

Claude P. Wykes, of the Loudon Manufacturing Company, of Grand Rapids, Mich., manufacturers of that good-looking cigar case that is being seen in all the best cigar stores now, was in Chicago the week before last looking over the possibilities in that city.

The Loudon case is gaining friends every day, both from those in front of the case and those in back of it, as it enables the clerk behind the case to give quick and accurate service to the man who is in front of the case.

If it is possible that you have not heard about, or seen, this splendid fixture, write for descriptive folder to the company.

"UNITED" MAKES DEAL WITH YELLOW CAB

A large advertisement in a Philadelphia daily paper on Monday morning announced to the public that beginning on that day, anyone could step into any United Cigar Store in this city and telephone for a Yellow Taxicab without any cost whatever for the telephone service.

This is an addition to the United's "service" which makes their stores so popular.

GEORGE FORREST DIES

George Forrest, who was at one time connected with the leaf tobacco industry in Lancaster, Pa., died in the Lancaster General Hospital during the week of November 1st, from injuries which he received when he fell at Lititz a short time prior to his death.

Mr. Forrest was well known among the leaf tobacco men of Lancaster, and was a member of the Lancaster school board for about twenty-five years. He was seventy-two years of age.

YUDELSON AND CONOVER WILL MOVE

About December 1st the leaf tobacco firms of S. Yudelson & Company and the G. R. Conover Company expect to move to their new quarters at 310 North Third Street. At the new location the two companies will have a fine three-story building at their disposal, which will be needed to care for the expansion of their business.

NEW YORK SALESMEN HOLD MEETING

A meeting of the New York branch of the Tobacco Salesmen's Associations will be held on Friday evening, November 14, at the Hotel Pennsylvania. All members have been urged to attend as it will be the occasion of the annual election of officers, and a very prominent speaker has been engaged to address the meeting.

AMERICAN TOBACCO EARNINGS

Report of the American Tobacco Company for the first nine months of the year showed net income of $12,085,188, after interest and some other deductions, equal to $4.97 on the 1,952,496 common and common "B" shares outstanding of $50 par.

TAMPA CONSIDERING PASSING ON THE INCREASE

Among the cigar manufacturers in Tampa there is a great feeling of uncertainty as to what can be done about the increases in wages which have just been granted the cigarmakers on account of the strike.

Some of these manufacturers are in favor of, and have, passed the increase on to the consumer by raising the prices of their cigars to the jobber, and so on down the line. Others are still on the fence, wondering whether to pass the increase on or to try and get around this back-breaking burden in some other way.

Some little consolation has been passed among them, to the effect that similar increases have been granted by the manufacturers in Key West, which town is their nearest competitor.

Val M. Antuono has told the cigarmakers' committee that he simply cannot meet the raise in wages and continue in business, so his factory remains closed, while he is seeking some way out of the difficulty.

INTEREST IN CIGAR MACHINERY GROWING

The Colwell Machine Company, of Providence, R. I., reports that interest in the use of cigar machinery is growing very rapidly, and sales representative H. L. Bush is overwhelmed with inquiries at the present time.

The Colwell long filler bunch machine fills a long-felt need and with the growing necessity for economy of operation, cigar manufacturers are carefully investigating all types of cigar manufacturing equipment.

The manufacturer claims for this machine that it is almost impossible for this long filler bunch machine to make a "choker," which is assurance that every cigar produced with this device will smoke freely.

The saving on production costs will vary with different manufacturers, but it is an appreciable amount in any case.

The machine can be hooked up to any electric light socket, and the Colwell Machine Company will be glad to install the machine for demonstration with any interested manufacturer. A letter to the company at 131 Washington Street, Providence, R. I., will receive prompt attention.

FRED SCHAEFFER PRESIDENT OF OHIO POOL

Fred Schaeffer, of Germantown, Ohio, was elected president of the Miami Valley Tobacco Growers' Co-operative Association, at a meeting held on Thursday, November 6th, in Dayton.

Mr. Schaeffer will succeed William Stroop.

H. E. McEowen was elected first vice-president: John E. Share, second vice-president, and Harry Darst and J. C. Perkins were elected directors.

H. M. DUYS RECOVERING

The many friends of Henry M. Duys will be glad to learn that he is on the road to recovery following a serious illness from pneumonia. According to last reports the crisis had been passed and his return to Water Street in a short time seemed assured.

BECK BUYS REYNALDO FACTORY

According to reports, Joseph H. Beck & Company, cigar manufacturers of this city, have purchased the factory building of the Reynaldo Cigar Company, at Reading, Pa. It is understood the purchase price was $15,000.

DETROIT

Warm Weather Hampers Buying of Stocks for Holidays—
National Retailers Association Secretary in Detroit—
Kinsel Drug Head Pays Inspection Visit to New
Mazer Factory—Central Drug Has Prize
Window Display

Detroit, Mich., November 10, 1924.

DETROIT'S retail cigarists report business as showing a slight increase during the past thirty days, but conditions are far below normal. A generally quiet tone pervades Detroit trade circles. Retail buying for this time of the year has been much hampered by the unusually warm weather. In wholesale and jobbing circles, business is reported dull and the demand generally light. Collections continue dull and accounts are being closely scrutinized. Optimistic expressions have followed swiftly on the election results and Detroit's business men in all lines express general satisfaction, and look forward to an early revival of a big business era. The industrial situation has not shown any material improvement and none is immediately anticipated.

Detroit's cigar manufacturing plants are reported to be working to full capacity and are speeding up on production to take care of their holiday orders. The news of the settlement of the Tampa strike was received by Detroit's leading retailers and clubs with great rejoicing and satisfaction. The stocks of Tampa-made cigars have been greatly reduced during the past few weeks, many dealers are out of certain brands in various sizes and shapes. Information from the Tampa manufacturers is that they are making daily shipments and that they hope to be able to fill all holiday orders.

C. A. Mitts, secretary-treasurer of the National Retail Cigar Dealers' Association, and proprietor of the cigar stand in the Pantiland Hotel, Grand Rapids, Mich., spent a few days here last week on business. Mr. Mitts reports the association as coming along in fine shape and that the retailers are taking a great deal of interest in the organization.

Dissipation.—"My daughter, who is thirteen years old, rode home with the milkman the other morning," said a Detroit father. "He gave her a lift from the street car, when she was returning home from a Hallowe'en party. It was the first time she ever rode in a horse-drawn vehicle."

W. B. McBurney, of R. A. Bachia & Company, Long Island City, N. Y., manufacturers of "Flor De Bachia" cigars, worked the trade here last week and reported business as being very satisfactory all along the route.

John W. Merriam, of M. Bustillo & Meriam, Tampa, Fla., was with us for a few days last week, making the rounds of the leading clubs and retailers. John said business was very good with him and that he had booked many fine orders for the holiday trade.

E. A. Kline, Jr., of E. A. Kline & Company, New York, N. Y., manufacturers of the famous "Medalist" cigars, worked the trade here last week.

Frank Will, of the G. H. P. Cigar Company, manufacturers of the "El Producto" cigars, visited the Detroit distributing branch last week. Mr. Will was on a tour of inspection of his company's branches, located in Milwaukee, Indianapolis and Detroit. Mr. Will reports the sale of "El Producto" cigars to be increasing in all sections of the country.

Dan Manheimer, of the Imperial Cigar Company, Lancaster, Pa., was on the list of out-of-town visitors who signed THE TOBACCO WORLD register at Bert Johnson's this week.

B. F. Pyle, of Cleveland, Ohio, spent a few days rusticating in our midst last week. B. F. was looking fine and said he was feeling tip-top, with no complaint to make about business.

E. N. Rockwell, manager and buyer of the cigar department of the Kinsel Drug Company, accompanied by Fred Fell, assistant manager, and Eddie Parent and Ernie Stahl, made a tour of inspection of the Mazer-Cressman Cigar Company's new factory de luxe on Grandy Avenue last week. These estimable gentlemen were well impressed with the marvelous plant, its construction, its system of humidifying and the wonderful condition under which the Mazer-Cressman products are produced. One of the most interesting departments was the stripping room. The visitors were informed that the girls were stripping, so a beeline was made for that section of the factory, each one expressing his desire to be placed on the weekly payroll. The Kinsel Drug Company's cigar department, under the management of E. N. Rockwell, has the distinction of "selling more cigars at retail than any cigar department in the world." They are big users of the Mazer-Cressman Cigar Company's products and they dispose of millions of cigars annually.

The Central Drug Company's store, located at 550 Woodward Avenue, had an unusually attractive window display last week of products of the San Telmo Cigar Company. The centerpiece was the lamp post of "Ye Olden Days" at the intersection of "Court

(*Continued on Page 16.*)

THINGS THAT PLEASE

By J. E. Bullard

Why is it that though there may be no difference in the price so many men have a favorite place in which to buy their tobacco, cigarettes and cigars? They probably do not go out of their way to patronize this particular stand or store, yet they just naturally plan to be near when they are in need of a new supply. In the case of at least one person the reasons may readily be given.

When a man wants a package of cigarettes or a cigar, he doesn't usually want to waste any time over the purchase. This is especially the case with cigarettes. When he finds a place where after the first few purchases the man at the counter knows what he wants and the moment he lays down his money passes out the box desired, he saves time and appreciates the service. It may be worth a walk of a half a block to gain this speed in service.

In these days when parking time for automobiles is limited in most cities of any size it is important that a man save all the time he can in making routine purchases and this fact makes such quick service much more appreciated than it was in the days when working hours were longer and it was not so necessary to hurry as it is for many reasons these days.

If the man behind the counter isn't too much of a crab, if he is cheerful and passes out the goods with a smile that helps. The doctor may have told the man that he had better go a little easy on the smokes and in that case he doesn't like to buy them from a person who acts and looks as though he was passing out poison when he passes out a box of cigars or a package of cigarettes. It is bad enough to think occasionally of the funeral without having the man at the cigar stand look and act like a pallbearer.

The words "thank you" one hears in some stores certainly helps. It indicates that the patronage is appreciated, provided the words are not uttered in too stereotyped a manner. A little real feeling must be put into those words to make them at all effective.

No matter how cordial and how thankful the clerk may be, however, it will not take the place of the promptest kind of service. The person who drops in for some smokes may have only a minute or two left before his parking limit will be up. He simply can't wait. If he does he is likely to find a tag on his car and that will make the cigar or the box of cigarettes cost him too much money because the judge will not accept as a valid excuse the statement that the service in the cigar store was too slow.

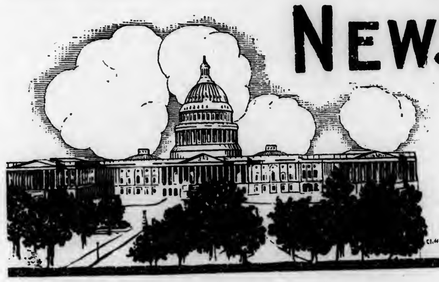
Good window and counter displays are appreciated because they show the special things that are being offered and any changes in prices. The customer likes to see the prices given on everything that is displayed. He may not be interested enough to inquire prices. He feels that the dealer should be interested enough to give the price information without being asked. Unless prices are given the chances are that he will not feel like spending his money or even asking about the price. He is likely to take it for granted that the prices are rather high.

A man can read as he runs but he usually has to stop to ask questions, so displays that give every possible information and which can be taken in at a glance are great time savers for the customer as well as information givers. The very time when the information will do the most good may be the time when he is in too much of a hurry to stop and ask questions.

THE Milano Pipe, the Milano Insurance Policy and the Milano National Advertising form an invincible selling combination which no dealer can afford to overlook. *Write your jobber or*

WM. DEMUTH & CO.
230 FIFTH AVENUE, NEW YORK
World's Largest Manufacturers of Fine Pipes

MILANO
The Insured Pipe



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

Complaint Issued Against J. Klorfein

The Federal Trade Commission has issued a formal complaint of misrepresentation and misbranding against Julius Klorfein, New York, a manufacturer of cigars.

The complaint alleges that the respondent uses labels on cigars which he markets bearing the words "Havana," "Vuelta," "Abajo" and "Garcia," either alone or in connection with other words. It is charged that the cigars so labeled are not made wholly of Cuban-grown tobacco; that they contain little, if any, of such tobacco, or of tobacco of the district of Vuelta Abajo. The use of such terms, under these conditions, it is asserted, misleads the public into the belief that the cigars are made wholly of Cuban-grown tobacco and that the name "Garcia" was first used by the respondent.

The commission further alleges that the respondent, in connection with a certain design or drawing, registered by him as a trade-mark, has used the words "Garcia," "A Mild Havana," and others together with the inscription that the title was registered and designed, was owned by Julius Klorfein, and registered in the United States Patent Office. The complaint alleges that the respondent's registered trade-mark consists simply of a design or drawing without words or title whatever in connection therewith, and claims that the respondent's methods are not only misleading to the purchasing public, but are unfair to competitors who truthfully advertise and label their goods.

Pullman Surcharge Still on the Pan

The surcharge now imposed by the railroads for Pullman accommodations is a menace to economic management, an incentive to extravagance and a new and dangerous precedent in American economic life, it is declared in a brief filed with the Interstate Commerce Commission by D. H. Clink, in behalf of the International Federation of Commercial Travelers' Organizations. The commission is urged to adopt Examiner Keeler's tentative report, recommending the abolition of the surcharge, no information which would justify any other action having been developed by the recent reopening of the case, Mr. Clink asserts.

The Pullman Company, having neither initiated the surcharge nor received any benefit from it—the revenue going to the railroads—is willing to have it removed, the commission is told in a brief filed by the company. It is willing, the brief states, to co-operate with the railroads in devising and carrying out any plan which would provide any additional revenue needed by the carriers, to be collected as part of the regular Pullman fares instead of in the form of a surcharge.

Growers Suffer Heavy Loss From Disease

Diseases of tobacco cause an annual loss to growers of more than $25,000,000, and their control is one of the big problems of agriculture, according to officials of the Department of Agriculture, who, for a number of years, have been engaged in studies of methods of combating these diseases.

Among the serious diseases to which the tobacco plant is subject are black root-rot, the mosaic disease, wild-fire, black-fire and Wisconsin leafspot. These, however, are but a few of the sicknesses which the plant suffers.

Eradication of these diseases is being sought by the department, and success will not only mean millions of dollars to the growers of the country but will increase our stocks of tobacco, both for domestic use and export.

Trade Associations Urged to Take Up Fire Prevention

Recommendations that the various trade associations throughout the country take up the question of fire prevention as applicable to their own particular industries were made September 26 at a meeting of the National Fire Waste Council held under the auspices of the United States Chamber of Commerce.

In discussing the fire prevention work which is now being prosecuted by various agencies, it was pointed out that while individual business concerns and manufacturers attempt to protect their own plants, industry, as a whole, had not yet been approached in such a manner as to secure the co-operation of whole trades. It was believed that much effective work could be performed by trade associations acting in co-operation with experts from any one of the several fire prevention organizations who offer their services without charge.

While fire prevention benefits insurance companies by reducing their losses, the matter has a national aspect in the conservation of the material wealth of the country, since property burned is irrevocably lost, and also has a direct benefit to the business man or manufacturer, since insurance rates being based upon the fire hazard, the elimination of hazards results in a lowering of the premium.

The conference also discussed the question of incendiarism and arson and will appoint a committee to study the methods for dealing with this problem adopted by Detroit, where all suspicious fires are investigated immediately and fully. As a result of this work, to which detectives are permanently assigned twenty-four hours a day, the number of incendiary fires has been cut in two years from 117 to thirty.

It's a pleasure to smoke them!

CHANCELLOR Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

PIVOTAL POINTS

By Edgar L. Mills

We all find it absolutely necessary to watch the amount of cash which we have in the bank very closely. If we neglected this precaution, we would soon come to grief. It is *just* as necessary to watch the cash which is tied up in the stockroom and on our shelves. Neglect of this duty means depreciation and an unnecessary tie-up of investment. Neglect of the cash represented by stock, may mean a serious business loss, even failure itself. Keep the merchandise alive and healthy. Dead stock is a menace from any angle at which you may look at it.

* * *

There may be some spots where opportunities are better than they are right where we are located. But usually, we can depend upon it that success can be won where we are, if we go about it with intelligent thoroughness. It is a mistake to stick to a sinking ship. Or to go on with a business if there is really no prospect for healthy growth and progress. But before we make a change, we ought to be certain that the fault is not in ourselves. If it is, we will carry it along with us wherever we may go.

* * *

We cannot expect to sell our prospects on any idea which we may have to offer, unless we are thoroughly sold on it ourselves. More than that, we must learn to present our message in its most telling form. If we can show the advantages and merits and worth of our proposition and do it convincingly, business will follow as a natural consequence.

Some people keep so everlastingly busy, that they thrash themselves around and around to the point of exhaustion. Then they never have the gumption to face the difficult problems of their own business and to solve these problems satisfactorily. In fact, quite as often as not, they do not know that they have any problems of any particular character at all. It is all right to work hard. Without work, few of us will get anywhere, but there is a difference between a plow-horse and a thoroughbred. A plow-horse will accomplish a certain amount of heavy routine work under close direction. A thoroughbred represents good blood, intelligence, and a capacity for training and achieveing. *Work*, but do it in a way which is effective in a broad sense, rather than as a mere tread-mill performance.

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

"UNITED" ESTABLISHES PENSION FUND

Of interest to the entire trade is the announcement of the United Cigar Stores Company of America that on January 1, 1924, they will establish a pension fund as a memorial to the Whelan family. Every employee will be eligible to share its benefits:

The United Shield prints the following:

"At a meeting held in the General Offices in New York on October 24, 1924, of the committee appointed some months ago by President C. A. Whelan to formulate a plan under which a pension system should be established for the benefit of all employees of the United Cigar Stores Company of America, action was taken for the establishment of such a plan and the committee appointed by Mr. Whelan discharged.

"Most important was the selection of a Board of Trustees to administer the Pension Fund and the selection of an official name for the fund, which will be known as the 'M. E. M. Pension Fund—United Cigar Stores Company of America.'

"The name is a memorial to the Whelan family. The initial M. is in honor of Martin Whelan, father of the family, the initial E. in honor of Elizabeth, the mother of the family, and the initial M. in honor of Michael, the oldest brother, by whom the younger brothers, John F., Charles A. and George J. Whelan were put into the cigar business.

"A beautiful sentiment is thus symbolized by the name the Pension Fund will bear.

"The trustees chosen for the fund were John F. Whelan, Julius Schwartz, Samuel Simons, A. C. Allen, Dr. M. Monae-Lesser, Axel Staal, Daniel J. Keeley of Chicago, J. A. Burns of San Francisco, and George Wattley.

"At a meeting of the trustees held October 28th, Mr. Whelan was elected chairman, Mr. Allen vice-chairman, Mr. Wattley treasurer, Mr. Staal secretary and Dr. Monae-Lesser medical director. Announcement was made that the Pension Plan will go into effect on January 1st, 1925, in advance of which date all details as to its functions will be made known to all employees of the Company. This will give information of how pensions will be paid, who will be eligible for them and the amounts payable under the operation of the plan.

"Of chief interest at the present time is that beginning January 1st next, the M. E. M. Pension Fund will be in actual operation and under it every employee will be eligible to share its benefits.

"This plan will necessarily supplant the existing plan of the Company which in the meantime has been resorted to in order to take care of its employees as advanced age or other necessities required.

"The establishment of the M. E. M. Pension Fund represents a step forward, long anticipated and now fulfilled, which is of immediate concern to every present and every future employee and to their families as well."

JULIUS MARQUESEE IN EUROPE

Julius Marquesee, of the leaf tobacco firm of Julius Marquesee & Son, of New York City, sailed for Europe on November 1st, together with Hubert A. Kramer, office manager of the firm. They will give the European market the once-over.

PIVOTAL POINTS

It pays to be thorough and exact. A lot of people are satisfied with slipshot methods. These are unsatisfactory in every sense. They lower the standards of the worker and they hamper results. Play the game so as to be the peer of any man in it.

* * *

Yesterday is gone. It has a double value, however, to us today, if it was well-spent and its work well done. It has given us a good foundation for today. The experience of yesterday is valuable also in helping us to know what *to do,* or *not* to do in the present. Tomorrow is something we hope for, but cannot be sure of. However, we must plan for it, for whether we will or not, it is a promissory note, all of us must meet somehow and somewhere. This means that today is what we must concern ourselves with most. If yesterday was properly lived, today can be made what it should be. And if we live today as we ought, we will have no reason to worry about tomorrow. Today has a big cash value—if we take advantage of it. It has a tremendous value in futures also.

* * *

Someone has said that "Time is but the stuff of which delays are made." That depends upon the worker. Time is the stuff also, of which success and happiness and prosperity are builded. We are all given the same number of hours in the day—no more—no less. It is up to us to show what we can do with them. The results fix the record as to what kind of workers we are. Let's go!

DENOUNCES "HIDDEN DEMONSTRATORS"

A canvass of the members of the American Fair Trade League, representing a great variety of industries and located in almost every state of the United States, has revealed unanimous opposition to the practice of using so-called "hidden demonstrators." This practice, as defined by Edmond A. Whittier, secretary-treasurer of the league in his inquiry, involves the payment by manufacturers to retailers' salespeople of subsidies for their services in pushing the manufacturer's merchandise, these subsidies being paid through and with the knowledge of the employer, who is enabled thereby to reduce his own payroll, and without the knowledge of the retail purchaser.

As the result of recent investigation Mr. Whittier declares that the chief offenders among retail merchants in this particular are the "notorious predatory price cutters of the country who seek to profit by the prostitution of their own clerks as 'hidden demonstrators' and force this system upon unwilling manufacturers."

"The use of hidden demonstrators thus works a double injury also to the consumer, because the price cutting bandits get a higher price for articles pushed by these demonstrators as a part of their clerks' wages. This fact punctures the pretense that the price cutter renders a service to the consumer.

"BILLY" CATLIN DIES

William Catlin, known to the trade as "Billy," passed away at his home on October 29th. For many years Billy covered the South for T. J. Dunn & Company, but had not been very active for several years on account of ill health.

He was a brother of Mrs. Samuel Paley.

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

I SMOLE a smile as I read the pages of The Tobacco World, wherein it stated that the demand for cigars was increasing most encouragingly.

Somehow it always rubs my fur the wrong way to see a big, sturdy, dignified, prosperous-looking gentleman smoking a cigarette. The same feeling comes over me—and I'll wager a nickel over you too—when I see a pretty, modest-looking girl wearing a pair of galoshes, sloppily unbuttoned. It don't look right. Don't seem right. Seems like striking the wrong key of a piano, or wearng a loud necktie that disharmonizes with the shirt.

They all have a right to do it, of course, but all these things throw sand in the bearings of our joy of life and our harmony of existence.

American men should smoke men's smokes. They should smoke cigars. There is dignity in a cigar, and uplift, and satisfaction, and harmony with the eternal verities. A cigar is a six-cylinder Packard.

Let us encourage the men to be real men, even in their smoking, and smoke something worthy of an American man—the noblest being that treads this fair earth.

I don't believe you are afflicted with it, though it is a rather common ailment, especially with young fellers. And so subtle and insidious is it that they don't even know they've got it. It makes them think crooked, affects their power to properly appraise things, perturbs their mental eyesight and gives them mental strabismus.

I don't know what big name the doctors give it, but we crude and ignorant fellers call it the Big Head. Gosh! How many bright, smart promising fellers it has ruined! How many dazzling careers it has nipped in the bud! How many proud, talented and ambitious young men it has cast down from high pedestals.

Beware of it, my good and earnest young friend.

You can tell its symptoms if you will watch out.

When you think you are the yellowest sunflower in the garden, that's a symptom. When you tell yourself that you're a wonder, that's a bad symptom. When you whisper passionately in your ear that the boss couldn't get along without you, that's a dangerous symptom—and the boss may hand you your hat.

Work, study, develop yourself, make money, save it, and pray the Great Captain to keep you modest, to preserve you from becoming self-centered and guard you against that destroying malady—the Big Head.

In my humble way I've been trying to help the clerk—the inside salesman—fight the grim business battle, and climb up the steep ladder of success. And I've succeeded—that is, about one-thousandth part as much as I would have liked.

Nevertheless quite a number of thankful and appreciative letters have come to me stating that the writers are advancing, owing to the pointers and suggestions they received from Yours Truly.

But it now looks as though the clerks—the ambitious clerks—are at last coming into their own. The world is beginning to appreciate them. To praise them instead of to knock. To hand them bouquets instead of bricks.

Competition is causing the change.

Competition is ever growing keener. The making of goods was formerly considered the most difficult process in business. Now the selling is so considered. The presidents of vast industries, and small industries also, are devoting their energies to the selling.

They are now recognizing the fact that the retailers are the most valuable factors in their business—the retailers and their clerks—and they are seeing that these retailers deal with human nature, which is subtle and difficult, which requires greater skill than merely feeding materials into machines.

Be hopeful, therefore, Friend Clerk, Friend Retailer. Your day is coming. But, don't fail to prepare for it, by self-improvement.

I've been reading the predictions of the big uns—the men who are at the head of world-trading industries: who stand on the mountain top and are able to look over the little clouds and mists of today.

They speak words of confidence, cheer, hope and encouragement.

They say that the fundamentals of business are sound: that our business foundations are sunk down through the sands to the solid rocks; that political matters may cause little back currents of short duration, but that the great and ever-flowing tide of business is bearing business on its broad bosom to higher levels.

Their eyes pierce the mists above the oceans, and they see the old world in their vision. The old world, which has been our greatest customer. And will be again. It is rallying to the battle cry of "Peaceful Work." It is beginning to take notice. It is stretching its limbs for action.

(*Continued on Page 16*)

Detroit News

(*Continued From Page 9*)

Royal" and "Pastora" Avenues, showing the drunken sport hanging on for support, with a bottle of courage in his hand. "With apologies to Jack Murphy, but the sport had Jack's name on the lapel of his coat." Bill Felner, manager and buyer of the cigar department, is ever on the alert to bring customers in his stores, so many attractive window displays are arranged from time to time according to his ideas.

The many friends of Charles Coombs, secretary and treasurer of the Central Cigar Company, who is confined at the Providence Hospital, are glad to hear of his convalescence and hope to see him on the job again soon.

Leo F. Weiss, of the Martinez Havana Company, New York, N. Y., manufacturers of "La Flor De Luis Martinez" cigars, worked the trade here a few days ago and reported business as being very satisfactory.

Sam Adler, western representative of E. Popper & Company, New York, N. Y., spent last week here in the interest of his brands, which enjoy a big sale on this market. The Howes-Shoemaker Company are the local distributors for the "Popper's Ace" and "Popper's Eight Center," and the Watkins Cigar Stores Company are the headquarters for the "Ottima" brand. While here Sam put in some good work with his distributors' salesmen, and found a splendid distribution on his brands.

Fred Charles, representing the Charles Cigar Company, York, Pa., makers of the famous "Mohawk Chief" cigars, gave us the once-over last week. Fred reported business as being very good all over the territory covered this trip.

T. K. Conway, representing C. B. Perkins & Company, Boston, Mass., called on the leading retailers and clubs here last week.

Will H. Cole, who operates the cigar stand in the Marquette Building, reports business as being very good with him. Will is assisted in business by his brother Vic, and they are known as the Cole Brothers; not Cold, far be from it, it should be the Jolly Cole Brothers, they have a smile and an order for all the boys. While Will is slight of build, Vic is of the robust type, and they have been christened Panatella and Corona, respectively.

The many friends of John P. Hemmeter, president of the Hemmeter Cigar Company, regret to learn of the death of his daughter, Mrs. Winifred G. Sherman, age twenty-eight, on Wednesday, November 5th. We extend to the bereaved family our heartfelt sympathy in their great sorrow.

J. H. Weller, of Arguelles Lopez & Brother, makers of "Tadema" Havana cigars, Tampa, Fla., was in our midst last week checking up conditions and booking some fine orders for holiday business.

Mr. Hargraft, Sr., of Hargraft & Sons, Chicago, Ill., manufacturers and distributors of "Churchill Downs Cigarettes," "Ben Wade Pipes," and "Hudson's Bay" tobacco, was with us for a few days last week looking over conditions.

Very truly yours,

Mike of Detroit

Business Building

(*Continued from Page 15*)

And these mere stirrings have sent thrills through many of our industries. They sense the coming demand and are responding to it. Business will be "good." It will gather volume and strength, and lift us all to higher heights of living and prosperity.

What would you do?

I know a young fellow, proprietor of a cigar store, whom I value highly as one of my good friends. He is a good fellow, he has brains, he is industrious, a worker, well liked, and all that.

These qualities should cause him to build up a large and profitable business, but he has two faults which stand in the way, and which will prevent him from building a larger business than he now has.

If he would only see those faults, and correct them, he would amount to something.

I have hinted them to him a hundred times, but he won't take the hint. The other day I had a long and earnest talk with him. Put it point blank at him. Told him how they were injuring him.

Instead of thanking me he quarrelled. Said I was jealous and that I had a dozen more faults than he. And so, after smoothing over the hurt I had made I left him despondently.

I know you have no faults, kind reader, and if you had I would put on an armor of tempered steel before telling you of them. But if you have a faint suspicion that you possibly have a little hint of a fault, let me ask you to watch for it, find it, correct it, and put a virtue in its place. Every one has faults—except always you and me—and the great business of life is to ascertain them, cast them out and replace them with merits. Thus and thus only do we succeed.

NATIONAL FACTORY NUMBER NOT FAVORED

Washington, D. C.

Provision of a "national" number for manufacturers having more than one factory, in lieu of a separate number for each factory, as at present, as advocated last month by the York County Cigar Manufacturers' Association, would not at this time meet with the approval of the Government, it is learned at the Bureau of Internal Revenue.

This question is one of long standing, it was pointed out by officials of the bureau, but the Government has never felt that the change suggested would be advisable. The matter was recently broached by a cigar box manufacturer, who was advised to that effect, but has not apparently been seriously raised by the cigar manufacturers.

At the present time it is felt necessary that each factory be given a separate number, regardless of the fact that it may be one of several factories operated by one owner. This is done in order that the product of each factory may be identified, and it is felt that this factory identification should be continued.

As the matter stands now, it is intimated, bureau officials would strenuously oppose any attempt to amend the law or regulations so as to provide for national numbers for manufacturers having more than one factory.

C. L. L.

MELACHRINO cigarettes are made from the choicest and most carefully selected Turkish tobaccos grown, and because of their superb and unchanging quality, they have had no rival for forty-three years.

ORIGINAL

MELACHRINO

"The One Cigarette Sold the World Over"

"LIVE NEWS FROM THE PHILIPPINES"

Philippine's Trade With United States 65 Per Cent. of Total

United States enjoys the largest percentage of Philippine foreign commerce, reaching 65 per cent. of the total trade of the Islands in 1923, as against only 15.05 per cent. in 1899 and 13 per cent. at the close of the Spanish regime, according to Fidel A. Reyes, director of the Bureau of Commerce and Industry. The most substantial increase in the Island's importation from the United States was in agricultural machinery, particularly in tractors and rice threshers, hullers and cleaners. American automobiles are supreme in the Philippines. The number of motor cars now in the Islands that were manufactured in countries other than the United States is almost negligible. The increase of road mileage, the growth in the number and size of truck lines in the Islands and the increasing volume of domestic commerce will undoubtedly accelerate the expansion of the Philippine market for American manufactures.

Carnival to be Best Ever Held

The prospects for the most successful carnival in the history of the Philippines are bright, according to Director Luz of the Philippine Carnival Association, who returned to the Philippines from two months' trip in China and Japan in connection with carnival affairs. Merchants foreign and native in both Japan and China have indicated their willingness to send exhibits to the industrial and commercial display, a fair that is held in conjunction with the carnival. Parties in this country interested in developing their trade in the Philippines as well as those contemplating to break into that market should avail themselves with facilities of the fair as a medium through which the Philippine buyers may be interested. Further information regarding this fair will be supplied to interested parties upon application in person to the office of the Philippine Government Commercial Agent, 37 Broadway, New York City.

Governor-General Predicts Prosperous Business This Year and Next

Recent statements from the office of the Governor-General point that 1924 will be a prosperous year, while the year following may even surpass the most optimistic expectations in economic activity. "The revenue collections of the insular government and the local government are steadily growing and are in excess of estimates of government officials. Besides, the production of the most important commodities is increasing."

Tobacco Production Breaking Ten Years' Record

According to the Bureau of Commerce and Industry, tobacco production in Cagayan Valley this year is the heaviest since 1916 and buying and marketing of crops during the present season has been the most active since 1920. It is reported that already two co-operative marketing associations in the tobacco region in Cagayan Valley have been incorporated, while four more are still in the process of organization.

Sales Tax Likely to Remain as is

The lack of substitute tax which could raise an amount sufficient to avert an impending deficit of 4,000,000 pesos in the next year's appropriation will likely force the Legislature to decide on its extension until December, 1925.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF
CEDAR SAW MILLS CIGAR BOXES AND PLANING MILLS
LABELS, RIBBONS, CIGAR MAKERS SUPPLIES
ESTABLISHED 1875.
TEL. 4270 LEXINGTON
637-641 EAST 17 ST.
NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO.,
Third and Lock Streets, Cincinnati, Ohio.

CIGAR BOXES

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

CONGRATULATION:—43,972. For cigars, cigarettes and tobacco. September 30, 1924. Wm. H. Bundenthal, Syracuse, N. Y.

HAV-A-BROWN:—43,973. For cigars. October 23, 1924. Herbert L. Smith, Windsor, Pa.

HAVE-A-BROWN:—43,974. For cigars. October 23, 1924. Herbert L. Smith, Windsor, Pa.

HAV-A-BROWN CIGAR:—43,975. For cigars. October 23, 1924. Herbert L. Smith, Windsor, Pa.

HAVE-A-BROWN CIGAR:—43,976. For cigars. October 23, 1924. Herbert L. Smith, Windsor, Pa.

"810":—43,978. For all tobacco products. November 6, 1924. Yocum Bros., Reading, Pa.

GARMENT CENTER SPECIALS:—43,979. For all tobacco products. November 10, 1924. Moehle Litho. Co., Inc., Brooklyn, N. Y.

ALL-IN-ONE:—43,980. For cigarettes only. November 5, 1924. Levon Berberian, Providence, R. I.

B—THIS (B) DONT STING:—43,965. For cigars. October 24, 1924. Brucker & Boghien, Inc., Philadelphia, Pa. (Trade-mark "B" originally registered by registrant on May 21, 1907.)

TRINITY MIXTURE:—43,966. For smoking tobacco. October 28, 1924. John W. Surbrug, Inc., New York, N. Y.

WILLIAM ALLEN:—43,967. For all tobacco products. October 28, 1924. Moehle Litho. Co., Inc., Brooklyn, N. Y.

JOHN SHERMAN:—43,968. For all tobacco products. September 30, 1924. Moehle Litho. Co., Inc., Brooklyn, N. Y.

EL TREBOW:—43,969. For all tobacco products. September 30, 1924. Moehle Litho. Co., Inc., Brooklyn, N. Y.

JAMES B. FORGAN:—43,970. For all tobacco products. October 30, 1924. Moehle Litho. Co., Inc., Brooklyn, N. Y.

STATE LINE:—43,963. For cigars only. October 25, 1924. L. M. Haynie, New Orleans, La.

GOLDEN AVALANCHE:—43,964. For all tobacco products. October 25, 1924. Cavalla Tobacco Co., Milwaukee, Wis.

RE-REGISTRATION

FLORIDA QUEEN:—43,960. For cigars. October 21, 1924. American Litho. Co., New York, N. Y. (Originally registered by their predecessors, Geo. S. Harris & Sons, Philadelphia, Pa., November 22, 1895.)

TRANSFERS

HAVANA BROWN:—14,646 (Trade-Mark Record). For cigars. Registered March 13, 1895, by Geo. Schlegel, New York, N. Y. Through mesne transfers acquired by H. M. Erch, Philadelphia, Pa., and re-transferred to Herbert L. Smith, Widsor, Pa., April 23, 1923.

MISS NANCY:—5533 (Trade-Mark Record). For cigars. Registered January 8, 1889, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred by American Litho. Co., New York, N. Y., successors to Geo. S. Harris & Sons, to Geo. Schlegel, Inc., New York, N. Y., November 7, 1924.

VALMONT:—20,897 (U. S. Tobacco Journal). For cigars. Registered February 5, 1899, by J. A. Rigby, Mansfield, Ohio. Through mesne transfers acquired by Pasbach-Voice Litho. Co., Inc., Brooklyn, N. Y., and re-transferred to Dingman, Van Dyke & Co., San Francisco, Cal., October 3, 1924.

G. J. BROWN WILL JOIN AMERICAN

According to reports, G. J. Brown, president of the J. B. Moos Company, of Cincinnati, Ohio, will join the American Cigar Company in an official capacity in the near future.

It is also reported that the J. B. Moos Company contemplates discontinuing the jobbing of cigarettes and tobacco after the first of the new year.

FRIEDER BUYS REYNALDO LABEL

According to advices from Cincinnati, S. Frieder & Sons, of that city, have purchased the good will and title "Reynaldo" from the receiver of the Reynaldo Cigar Company, Reading. S. Frieder & Sons expect to manufacture the "Reynaldo" cigar in the near future.

VAL ANTUONO IN NEW YORK

Val M. Antuono, well-known cigar manufacturer, of Tampa, Fla., is in New York City on a short business trip.

TRIES CIGAR AND PIPE AT THE SAME TIME

Wilmington, November 10.

Police today arrested Harry Mantell, of New York, and held him for observation, when he was observed patrolling the lobby of the Hotel duPont smoking a pipe and a cigar at the same time.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.

26th St. and 9th Ave., New York

WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.

Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER

PASBACH-VOICE

LITHOGRAPHING CO. INC.

ART LITHOGRAPHERS

GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.

CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY

CIGAR LABELS BANDS

American Box Supply Co.

2309 Russell Street Detroit, Mich.
Corner of Gratiot Street

Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870

CIGAR BANDS CIGAR LABELS

SPECIAL PROCESS

WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City

Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America

Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851

ALL OF THE OLD ORIGINAL

Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs

MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER

J. G. DILL CO.
RICHMOND, VA.
Manufacturers of
HIGH GRADE SMOKING TOBACCO.

Safeguarding Quality!

THE SPANISH CEDAR BOX protects Cigars as no other Container possibly can.

After most extensive efforts to find a substitute for SPANISH CEDAR, the best ones devised are no better than the worst. Only GENUINE SPANISH CEDAR can give genuine satisfaction.

The SPANISH CEDAR CIGAR BOX is as essential to Good Cigars as Good Tobacco.

To insure "100% RESULTS", use

GENUINE SPANISH CEDAR CIGAR BOXES

After all nothing satisfies like a good cigar

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DECEMBER 1, 1924

VOLUME 44 No. 23

THE TOBACCO WORLD

USE SPANISH CEDAR BOXES TO:—

Enrich the Natural Tobacco Aroma!

Develope well rounded, mellow Bouquet!

Contribute to rich, full, Cigar Fragrance!

Protect Quality and Shape!

Arrest fermentation and avoid weevil!

Insure Satisfaction and Best Results!

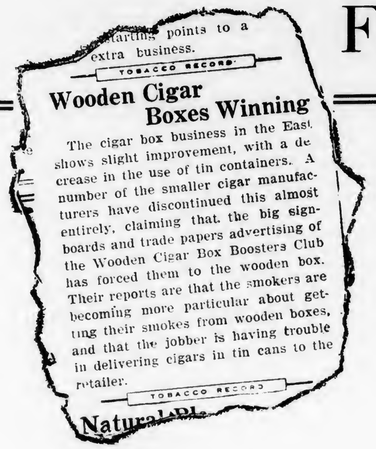
Increase the demand for Cigars Generally—

and for YOUR BRANDS in particular!

USE SPANISH CEDAR CIGAR BOXES!!

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Boxes Now a Big Factor in Cigar Sales


...arding points to a extra business.
TOBACCO RECORD
Wooden Cigar Boxes Winning
The cigar box business in the East shows slight improvement, with a decrease in the use of tin containers. A number of the smaller cigar manufacturers have discontinued this almost entirely, claiming that the big signboards and trade papers advertising of the Wooden Cigar Box Boosters Club has forced them to the wooden box. Their reports are that the smokers are becoming more particular about getting their smokes from wooden boxes, and that the jobber is having trouble in delivering cigars in tin cans to the retailer.
TOBACCO RECORD
Natural

(Clipping from the Aug. 27th issue of Tobacco Record.)

ALREADY our advertising of Wooden Cigar Boxes is showing its effect. Each day more and more smokers are becoming more and more particular about selecting their cigars from wooden boxes.

While some credit can be given to the advertising, the greater share is due to the fact that the wooden box actually is better. Its superiority is so evident that even the public can see it, and appreciate it when attention is called to it.

Pack your cigars in wooden boxes and share in the benefits of this advertising.

The Best Cigars are Packed in Wooden Boxes

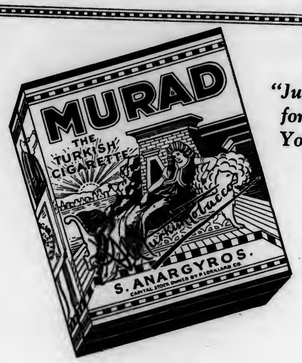
After all nothing satisfies like a good cigar

This is our Sign at Atlantic City—It's 30 ft. high, 250 ft. long. It talks to Millions of People.

SHEIP & VANDEGRIFT
INCORPORATED
NELSON M. VANDEGRIFT, President
CIGAR BOXES
QUALITY AND SERVICE
812-832 N. Lawrence St. Philadelphia, Pa.

FOR GENTLEMEN OF GOOD TASTE

THE DEISEL-WEMMER CO. Makers LIMA, OHIO



"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

"There's *something* about them you'll like"

Tareytons are working overtime for dealers everywhere. Their sales are growing—*growing*—GROWING! To stock them is to enjoy the prestige of a quality brand, and the profits from a popular one.

TWENTY FOR A QUARTER

Herbert **Tareyton** CIGARETTES

Cigar Manufacturers Association of Tampa

COMPRISES ALL OF THE LEADING and REPRESENTATIVE CIGAR MANUFACTURERS IN TAMPA, UNITING IN THE THREE-FOLD EFFORT OF:

1st—Benefiting our Members.

2nd—Maintaining the high standard of "Tampa" workmanship by seeing that our labor is justly treated.

3rd—Protecting the *dealer* and the *consumer* against unscrupulous methods of others by issuing to our members the following "Identification" Stamp:

This stamp, on each box, is your guarantee that the goods are manufactured in Tampa—of "Tampa" quality and workmanship—DEMAND IT

TOBACCO MERCHANTS ASSOCIATION OF UNITED STATES

JESSE A. BLOCH, Wheeling, W. Va. ..... President
CHARLES J. EISENLOHR, Philadelphia, Pa. ..... Ex-President
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H. H. SHELTON, Washington, D. C. ..... Vice-President
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CHARLES DUSHKIND, New York, N. Y. .....
Headquarters, 5 Beekman Street, New York City.

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A. W. KAERCHER, Chicago, Ill. ..... Vice-President
W. S. FULLER, Hartford, Conn. ..... Treasurer
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LEO RIEDERS, 200 West 118th Street, New York City ..... Secretary

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JOSEPH WINNICK ..... President
SAMUEL WASSERMAN ..... Vice-President
ARTHUR WERNER, 51 Chambers St., New York City. Secretary and Treasurer

Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

FOR SALE—ONE COMPLETE SET NEWTON-STOAKES LETTERING PENS, with inks and complete instructions for making nifty show cards and price tickets. Absolutely new. Address Box 451, care of "The Tobacco World."

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

WANTED—POSITION AS CIGAR FACTORY SUPERINTENDENT—Twenty years' experience with some of the largest manufacturers; hand, mold or suction. Address John Gruber, 836 North Twentieth Street, Philadelphia, Pa.

SUPERINTENDENT—MAN WITH 25 YEARS' EXPERIENCE desires position as cigar factory superintendent with reliable manufacturer. Address Box No. 479, "The Tobacco World."

The Tobacco World

Established 1881

VOLUME 44 DECEMBER 1, 1924 No. 23

TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary

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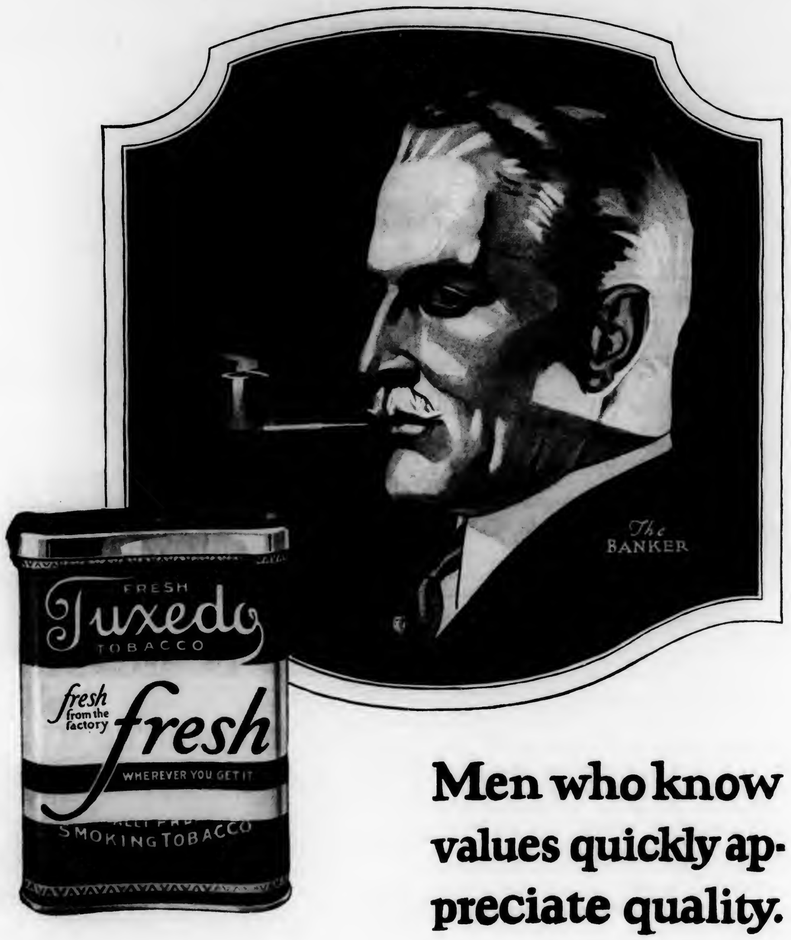
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.

PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Bleum's
NATURAL BLOOM
The Cigar of Quality

122 SECOND AVENUE
NEW YORK CITY



Men who know values quickly appreciate quality.

© Guaranteed by The American Tobacco Co.

FRESH
Tuxedo
TOBACCO

Increase Profits and Production by using
COLWELL'S AUTOMATIC
BUNCH MACHINE

Mr. Cigar Manufacturer, you owe it to yourself to employ every means possible to reduce cost of production.

You should put this AUTOMATIC LONG FILLER BUNCH MACHINE to work for you now and save money by reducing the cost of making your bunches.

Two operators can easily learn to run this machine and will soon become proficient.

It only takes up about 3 x 4 feet of floor space and is driven by a ¼ H. P. motor which consumes little current and can be operated from any ordinary light socket.

It is substantially constructed and will render long years of valuable service.

Catalogues and any particulars upon request

COLWELL CIGAR MACHINE COMPANY, Inc.
131 Washington Street, Providence, R. I.

"BEST OF THE BEST"

OP'TIMO
VERY MILD — VERY MILD
CIGARS

Manufactured by **A. SANTAELLA & CO.**
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

LA PALINA
CIGAR
Meet us at the Tobacco Show
CONGRESS CIGAR CO. - Philadelphia, Va.

WAITT & BOND

Blackstone
CIGAR

Havana

Filler

Absolutely!

LA MEGA
Clear Havana Cigar
MADE-IN-BOND

LA MEGA is made only in the finer grades.
More than 50 shapes and sizes to select from.
Prices and terms cheerfully furnished upon application.

V. GUERRA, DIAZ & CO.
TAMPA, FLA.

Volume 44

THE TOBACCO WORLD

Established 1881

Number 23

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 1, 1924 Foreign $3.50

EDITORIAL COMMENT

WITH the issuance of the cigar withdrawals for the month of October, it is possible to make a ten months comparison with the first ten months of 1923. The comparison shows nearly 6 per cent. decline.

The month of October, 1924, shows a falling off of more than 10 per cent. over the same month in 1923. However, Director Dushkind, in his "Tobacco Barometer," points out that this is not as alarming as it may seem at first glance. The strike in Tampa occurred in this month and the falling off in withdrawals in that revenue district alone accounts for about 4 per cent. of the loss. If it were not for this loss the October decline would be about the same as the general average.

The fact remains that most of the companies producing nationally known brands are holding their own. It is therefore apparent that the decreases are at the expense of the smaller factories.

Arthur Brisbane reflects that the great power of Niagara is made up of tiny drops of water. He says, "The power of Niagara comes from the fact that the drops are united. . . . As with separate drops of water, so with separate human beings. All their power is in Union, United Action, In Going the Same Way."

The power of the cigar industry is handicapped by a pervading spirit of selfishness and intolerance. Persistent efforts tending to develop a greater spirit of co-operation are sure to bring good results. Local cigar manufacturers' associations are steps in the right direction and give the personal contact necessary to determine what is best for their own interests.

The Tobacco Merchants Association is a permanent clearing house for everything of benefit to the tobacco industry. The unfortunate part is that its services are not more widely used.

We hesitate to say whether or not the smokers are satisfied that they can get a good five-cent cigar for five cents, but we can emphasize the opinion expressed some time ago that the cigar industry needs a Judge Landis.

MANAGING Director Dushkind, of the Tobacco Merchants Association of the United States, certainly gives the cigar container manufacturers of the country something to think about when he presents figures showing that between 1919 and 1923 the 5 and 10 packages increased about 100 per cent. His approximate figures show that in 1919 about 315,000,000 cigars were sold in the 5 and 10 packs, whereas in 1923 611,000,000 cigars were packed in them.

These packages no doubt have a utility or they would not be sold, but we still await word from a cigar manufacturer stating that he has increased his annual production through their use. If quick sales can be made, they are a fine proposition for any retailer, but if the turnover is slow they are of no advantage to either manufacturer or dealer.

With all the trick packages that have been tried out in the past five or six years, the trend of cigar sales has been downward. The question that may fairly be asked is whether these substitute containers have kept cigar consumption from dropping to still lower figures or not.

We cannot help but refer to the fact that many of the biggest cigar manufacturing firms in the country pack most of their cigars in wooden boxes. The sale of any merchandise depends to some extent on advertising and display, and there is nothing like a box of cigars for that purpose.

More than one cigar manufacturer has frankly stated that in opening territory he never ships cigars in any container but wooden boxes. After he has gained a foothold with his brand or brands he may switch to other kinds of packages. It is not disputed that if a cigar is good value, and it is well established, it can be sold in any kind of a container, for a while at least.

It seems to us that if a manufacturer knows he is giving the utmost in value to his trade, that it is of prime importance that the consumer gets his cigars in the best container obtainable.

HARRISON LANDIS PASSES AWAY

Harrison Landis, president of the H. H. Sheip Manufacturing Company, Sixth Street and Columbia Avenue, manufacturers of cigar boxes and cigar box lumber, etc., passed away suddenly at his home on Saturday, November 15. Funeral services were held on Wednesday, November 19, from his late residence at Oak Lane and Lawnton Avenues. He was seventy-two years of age and had been connected with the H. H. Sheip Manufacturing Company for a great number of years.

Mr. Pierson Fretz, former treasurer of the H. H. Sheip Manufacturing Company, has been elected president to fill the vacancy, and Stanley W. Landis is now treasurer. George W. Sellers has been elected to the board of directors.

BAYUK'S TO EDUCATE SMOKERS

On another page of this issue of The Tobacco World is an announcement made by Bayuk Cigars, Incorporated, which should be of interest to every live jobber and retailer of cigars. It is to the effect that the smokers of the country are to be told of the merits of ripe tobacco for cigars, and they are to be told that Bayuk Cigars are made of ripe tobacco. This is certainly a step in the right direction.

PATTERSON TO DISTRIBUTE "LA PALINA"

The W. G. Patterson Cigar Company, of Birmingham, Ala., will take on the famous "La Palina" cigar for distribution in their territory. This announcement was made following a visit of W. G. Patterson to the Congress Cigar Company factory here a short time ago. Following his visit here Mr. Patterson visited New York City before returning to his home town.

BENNER TO OPEN NEW STORE

C. O. Benner will open a retail cigar store at 1812 Market Street, about December 1 and will feature his own brands, "Cupola" at ten cents and two for a quarter; "Elco" at five cents; and "Federalis" at ten cents and up. He will also wholesale these brands from the above address.

DEMUTH MAN HERE

Harry Boston, of William Demuth & Company, manufacturers of the "W. D. C." pipe, was a visitor here during the past two weeks and found pipe business in Philadelphia flourishing and prospects for a big holiday business bright.

JEROME WALLER A VISITOR

Jerome Waller, of the leaf tobacco firm of Rosenstadt & Waller, of New York City, was a visitor in Philadelphia last week among the prominent manufacturers.

H. M. DUYS CONVALESCING

H. M. Duys, who has been seriously ill with pneumonia at his home for the past month is so well along the road to recovery that he expects to leave tomorrow for a visit to Hot Springs, Va., where he expects to spend two or three weeks in making a complete recovery.

SANTAELLA OFFICIAL IN NEW YORK

Mariano Alvarez, supervising manager of the A. Santaella & Company factories in Tampa and Key West, visited New York City last week to confer with Mr. Santaella in the interest of "Optimo" cigars.

GET YOUR TICKETS NOW

On December 29 and 30, 1924, the National Board of Tobacco Salesmen's Associations will hold their annual convention at the Hotel Pennsylvania, New York City, at which delegates from Chicago, Baltimore, Boston, Newark, St. Louis and New York will be present.

A red hot sizzling smoker will be held at the Hotel Pennsylvania, Monday evening, December 29, 1924, at eight o'clock prompt, in conjunction with the convention.

Plenty of smokes. Good talent. Many surprises. Boys! Leave your Shebas home that evening and join us.

Tickets, $1.50, admit one. Remittance payable to E. M. Freeman, chairman.

Send your request with remittance for as many tickets as you desire to: National Board of Tobacco Salesmen's Associations, 123 Liberty Street, New York City, N. Y.

This smoker will commemorate the fifth anniversary of the National Board of Tobacco Salesmen's Associations.

DAUGHTER OF C. A. WHELAN WEDS G. W. KAHN

Miss Anne E. Whelan, daughter of C. A. Whelan, president of the United Cigar Stores Company, was married to Gilbert W. Kahn, son of Otto H. Kahn, the international banker, on Wednesday evening, November 19, in the Italian Garden of the Ambassador Hotel, in New York City. The wedding was attended by a large number of prominent tobacco men. The ceremony was performed by the Rev. Father John B. Kelly, of the Catholic Writers' Bureau, and he was assisted by the Rev. Father Matthew Farley, of East Orange, pastor of the bride.

The room was beautifully decorated with ferns, interspersed with yellow and white chrysanthemums and autumn leaves.

After a two weeks' honeymoon at Virginia Hot Springs the happy couple will make their home at 55 East Seventy-second Street, New York City.

TAMPA BANDERS GET A RAISE

Following in the wake of the cigarmakers' strike in Tampa, the banders have now placed demands for an increase in wages, which has been granted by the manufacturers of that city. The increase amounts to from five cents to fifteen cents per thousand for piece workers and ten cents per hour for day workers. The day workers now get forty cents per hour—they asked for forty-five.

SHE SMOKED; DIES AT 101

Mrs. Cassandra Stein, York County's oldest citizen, died this evening at her home in Windsor at the age of 101. She would have been 102 on November 24. Death was due to paralysis.

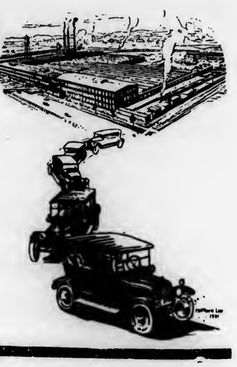
Mrs. Stein from early life had been an inveterate user of tobacco, being particularly fond of a good cigar.

TOO LATE TO CLASSIFY

FOR SALE

IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

DETROIT



New Book-Cadillac Hotel to Open December 6th—Peter Hauptmann Employees Visit Mazer-Cressman Factory De Luxe—Wolverine Cigar Company Victim of Holdup

Detroit, Mich., November 25, 1924.

OPTIMISM prevails in the ranks of Detroit's retailers and they are looking forward to a big holiday trade. Dealers report a shortage of clear Havana goods due to the recent strike in Tampa and small shipments are being received from that point. Many retailers fortified their stocks with brands from eastern and local factories. Jobbers are beginning to worry now, as many of the popular brands are already oversold. Dealers have been placing large orders for immediate delivery, in view of the fact that there will be a shortage of one-fortieth packing at the eleventh hour. Very few of the local distributors are charging extra for packings of twenty-five cigars. Local factories report an oversold condition on their brands, saying they will be unable to meet the demand or fill orders of holiday packings.

An interesting event in the history of Detroit will take place on December 6, when the new Book-Cadillac Hotel will be formally opened to the public. The new Book-Cadillac Hotel will have the distinction of being the tallest hotel in the world, having a height of 375 feet. Twenty-nine stories above the sidewalk, with four basements and sub-basements. The total cost of the structure being $15,000,000. The Book-Cadillac Company will operate the hotel, with Roy Carruthers as president and Roscoe J. Tompkins, as resident manager. Over 1200 employees will make up the organization. There will be ninety-five cooks employed in the kitchen.

On Saturday, November 22, the Mazer-Cressman Cigar Company entertained thirty-eight salesmen of the Peter Hauptmann Tobacco Company, St. Louis, Mo. A tour of inspection of the factory "De Luxe" was made and luncheon was served in the spacious dining room at the factory, and a banquet was served at Eastwood Inn during the evening. The members also inspected the Ford Motor Company's plant in Highland Park, and other places of interest in Dynamic Detroit were taken in. The party was chaperoned by Emil Harms, vice-president, and C. A. Just, treasurer of the Peter Hauptmann Company; the trip was made to and from Detroit in a special car.

The Royal Cigar Company, located in the Guaranty Trust Company's building, 606 Woodward Avenue, and formerly operated by Jack Girard, has discontinued business, and the space has been taken over by the trust company to enlarge the lobby of the building.

Frank Rezske, who operated the cigar store at 119 West Fort Street, has gone into insolvency.

"Any man who pays spot cash misses a lot of worthless cigars on the first of each month."

William F. Kellogg, Jr. (Liggett & Myers Tobacco Company), the official booster of "Velvet," "Star" and "Granger Rough Cut" tobaccos, reports his brands as selling nicely in all sections of the city. The Liggett & Myers Company's brands are well advertised and enjoy a splendid distribution in Dynamic Detroit.

Sidney Cahen, of E. Regensburg & Sons, New York City and Tampa, was with us for a few days last week looking over conditions, and sales of "Admiration" cigars. The Marcero, Bump & Howell Company, are the local distributors of the "Admiration" cigar, which enjoys a fine sale and distribution in our city.

Three armed bandits held up the Wolverine Cigar Company, 2540 Pine Street, on Friday afternoon, November 14th, and escaped with $300 which they took from the cash register. Miss Hendelman, the bookkeeper, was forced by the bandits to open the safe, which was empty. Joseph Harwith, manager, and three salesmen present, were also searched, and the bandits fled in an automobile, overlooking more than $500, which Harwith carried in his clothes.

J. A. McDonald (P. Lorillard Company), of "Old Gold" fame, has returned from a trip to the northern part of the State in the interest of his brand. Mac says the "Old Gold" cigarette is repeating in wonderstyle in all sections, and that he is looking forward to 1925 being a banner year for his brand.

"Billy" Burke, of the American Tobacco Company, who is engaged in the promotion work on "Melachrino" cigarettes, states his brand is making wonderful strides in all sections of the city. The new glass signs, with the dealers name and advertising "Melachrino" cigarettes, are very attractive and they adorn the entrance of all the leading stores.

The United Cigar Stores Company has taken over the lease of the General Cigar Company's store in the First National Bank Building on Cadillac Square. It is reported the General Cigar Company will close all their retail stores here.

W. W. "Doc" Rosebro, general representative for Rees-Mitchell Cigar Company, Greensboro, N. C., manufacturers of "El Moro" squares and "Sunbeam"

(Continued on Page 14)

NEWS FROM CONGRESS

Washington, D. C.

RECOMMENDATION that the work of compiling statistics of stocks of tobacco held by manufacturers and dealers, now taken quarterly by the Census Bureau, be transferred to the Bureau of Internal Revenue is made in the annual report just submitted to Secretary Hoover by the director of the census.

In his report the director points out that the Bureau of Internal Revenue now collects monthly reports of the transactions in leaf tobacco from all registrants, and by changing its forms somewhat could obtain all the information concerning stocks of leaf tobacco now collected by the Census Bureau, thus avoiding duplication and the necessity for the same establishments to make two reports to two Federal bureaus.

"Furthermore," he continues, "the law limits the work of the Census Bureau to the collection of data from those dealers in leaf tobacco having an average of 50,000 pounds of tobacco in stock at the close of the four quarters of the preceding calendar year. It is impossible to comply literally with the requirements of this law; and if the work is to be continued by the Census Bureau it is recommended that the law be amended so as to require reports from all registered dealers in tobacco, irrespective of the amounts of tobacco which they carry in stock."

It is also recommended that if the bureau is to continue to carry on this work, the law be amended so as to permit the reports to be sworn to before postmasters and assistant postmasters, which would save considerable time and expense to the persons required to make affidavits.

Cigars and cigarettes sold by post or company exchanges on military reservations will not be made subject to State taxation, despite complaints from State officials holding that these products should bear their share of State taxation in common with like products sold in stores.

The matter came up recently when Commissioner John M. Vandiver, of the Department of Revenue, Atlanta, Ga., sought the assistance of Senator William J. Harris (Dem.), of Georgia, in getting a ruling from the authorities in Washington as to the use of State revenue stamps in the manner required of all other dealers. Commissioner Vandiver, declaring that persons in no wise identified with the War Department are able to purchase cigarettes, unstamped, from the post exchanges in Georgia, contended that it is difficult to enforce the law generally, when individuals who are identified with the Government are openly violating this State law. No cigars or cigarettes are sold on any Government reservation without having the Federal tax stamps affixed to the container, and the Georgia authorities want reciprocity.

Commissioner D. H. Blair, of the Internal Revenue Bureau, informed Senator Harris that the collection of State taxes from retail dealers in tobacco products on Government reservations is not a matter within his jurisdiction, and it was put up to the adjutant general of the army. He replied that the judge advocate general of the army is of the opinion that the State of Georgia may not lawfully exact payment of the tax in question, it being well settled that such exchanges are authorized instrumentalities of the Federal Government and thus beyond the taxing powers of a State.

Final arguments in the investigation of the surcharge now imposed for Pullman accommodations were heard by the Interstate Commerce Commission on November 24, and the next step in the case will be the announcement by the commission of its decision.

Arthur M. Loeb and D. H. Clink, representing the traveling men's organizations, declared that the surcharge is a discrimination against the riders in Pullman cars and is not warranted by any extra cost to the railroads in handling such traffic. It was contended that removal of the surcharge would stimulate the use of Pullman cars, probably to a point where the roads would suffer no loss of revenue from the change and, if this was not the case, that the difference in revenue should be made up from other sources, possibly from branch line traffic, which is the heaviest burden upon the carriers.

Counsel for the railroads attacked the stand of the commercial travelers, and declared that the surcharge is a proper differential because of the additional services rendered to Pullman passengers. The revenue in 1923 from the surcharge, the record shows, was about $37,500,000, and represented 3.3 mills per Pullman passenger mile.

Removal of the surcharge, it was asserted, would not stimulate traffic, it being pointed out that removal of the 8 per cent. war tax failed to increase revenues appreciably. Pullman traffic is increasing more rapidly than is the traffic in day coaches, and to permit Pullman passengers to travel for the same fare as the day coach traffic, in view of the heavier cars, additional space and other advantages which the former enjoy, it was contended, would be a discrimination against the day coach passengers in favor of the occupants of Pullman cars who, on the whole, are able to pay adequately for such additional facilities.

If the commission decides in favor of continuing the surcharge, counsel for the carriers stated, it is recommended that the Pullman Company continue to collect it, the roads feeling that this is the most economical and satisfactory way, so far as the traveling public is concerned.

The various States of the Union may constitutionally impose taxes upon foreign manufacturing and mercantile corporations upon business transacted within the State, under a decision of the United States Supreme Court, upholding the validity of the New York State tax of 3 per cent. upon such corporations. The New York tax is based upon the relation of the value of certain classes of assets of the corporation within the State to the total value of such assets wherever located.

The Court held that the tax is primarily levied for the privilege of doing business in the State.

After all nothing satisfies like a good cigar

Philadelphia, Pa., Dec. 1, 1924.

To Our Customers:-

We're excited and so should you be!

We're going to bed an hour later and getting up an hour earlier to squeeze in every minute of time to perfect plans for one of the most aggressive and most progressive advertising campaigns ever pulled off by a Cigar manufacturer.

We're going to show the smokers of America that there is more to a cigar than just mere tobacco—we're going to tell 'em in every City, Town, Village and Hamlet that it's Bayuk Cigars—that it is "It's Ripe Tobacco" Cigars they want for extreme limit of enjoyment.

The first big gun of Powerful Publicity will be fired January 17th and we'll keep up the Brand Boosting Bombardment all during 1925.

The distributing privileges of Bayuk Brands will mean more to You in Prestige and Profit than ever before.

In two or three weeks, the time will be ripe to tell you all about the Advertising Ammunition we are getting ready on "It's Ripe Tobacco".

Watch the mails for our Detailed Announcement and Get Ready To Go!!

Yours, to reach a billion,

BAYUK CIGARS INC.

-It's Ripe Tobacco!

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

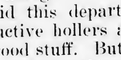
AN old cigar dealer spilled out a few words of good advice the other day, and asked me to pass them along.

He said this department is letting out frequent and instructive hollers about window dressing, and that it is good stuff. But he wants to caution his brother dealers against making interesting displays for the purpose of drawing crowds only.

A crowd, curiously looking at a free show will trade in about as much money as a miser would give to a beggar. Therefore you should always connect your show window attraction with your goods. This can be done with placards. The attraction attracts the people, the placard persuades them to buy. Thus the two work together, like a man pushing while his horse pulls on the heavy wagon.

A catchy show window which attracts crowds and does nothing else is a flat failure. It is like fishing with an unbaited hook, or winking at a pretty girl in the dark, or giving a movie show at a blind asyium.

Make your window interesting and dramatic so it will attract attention, but let it tell an earnest business story, and let it persuade folks to come in and buy.



I was talking to a big man the other day. No, he wasn't a cigar dealer. He was a merchant in another line and he presided over a huge trade emporium instead of a dinkey litle shop.

And he made me laugh. He sure did.

For I soon found out that he was pumping me. Getting my ideas. Asking how to crack various kinds of hard business nuts.

It was quite awhile before I caught on to this, and to the fact that he was giving out little and taking in much.

When I at last tumbled I gave him a thump on the back—for I know him well—and said: "By golly, but you're a shrewd one, me boy. I came here to get some ideas from you, and instead, you siphon them out of me. No wonder you climbed from the bottom to the top."

He smiled a litle sheepishly and said: "You have sharp mental eyes to tumble to my little method, for few do. When I was a little fellow I learned by a sort of accident that small, ignorant, unsuccessful dealers will no more take ideas and suggestions than a youngster will take nasty medicine; and that the big, successful men had wide-open ears for the same. I determined to be like big men, gather in ideas, use them, and try to become a big man myself. I did this—am doing it yet, and I want to tell you, young feller, that this policy is responsible for the successful business I built up."

I never smoked a pipe, but I'm saving up money to buy one. I see great men, hard thinkers, esotoric philosophers, all seem to smoke pipers, and as I'm trying to butt in that class—though I'll never succeed—I'm going to get my little old Jimmie pipe and give him a try.

What settled the matter in my mind was a newspaper item from London to the effect that the Allied Conference there was wonderfully encouraged by the fact that Premier Herriot and Prime Minister MacDonald are both pipe smokers. Dawes and his pipe, it states, formulated the Dawes Plan, and when he found the problem very hard he smoked vigorously with his pipe upside down. At all the meetings where the air was loaded with icebergs and meat axes, Herriot and MacDonald would take out their pipes and the tenseness of the atmosphere would be immediately relieved.

I have dwelt long and earnestly in my mind on the proper custom and etiquette for smoking, and from the consideration have developed the following formula:

Cigarettes for the youth and the fuzzy-lipped.
Cigars for men on the street and all public places.
The pipe in the office, the home, the workshop.

I trust some public spirited reader will forward this formula to the president of the association, have it presented to them at a full meeting, formally adopted, and then give it all possible publicity so the world at large will follow the suggestion.

Traveling salesmen prefer to sell to retailers who are, or who will be, winners in the Great Game.

"And how can they tell the winners, or the will-be winners?" you ask.

A successful salesman gave me these pointers in a recent conversation. He said that the fate of a business depends upon *the man*, much more than on his building, his location, or his stock of merchandise. He counts the following favorable:

When a retailer welcomes traveling salesmen, talks business to them, asks business information, seeks pointers and suggestions.

When the retailer is optimistic and a booster, praising his town as "the best little burg in the world" and containing the finest people.

When he is a member of the Chamber of Commerce and active in the many affairs of his town, to keep it to the front.

(Continued on Page 20)

Insurance Policy
covering one
W D C
MILANO
PIPE
Whereas Wm. Demuth & Co. guarantee the bowl of this W. D. C. Milano Pipe to be hand made from genu
Specially Seasoned Imported Briar and
Whereas the stem of said pipe is hand cut and fash
from solid vulcanite
It Is Hereby Agreed that Wm. Demuth & Co., in t
event of said bowl cracking or burning through, as a result o
reasonable use within two years from date of purchase, will
replace the pipe, complete, free of charge; and that if the stem
breaks due to any fault of material, will replace the stem: pro-
vided that in either case the pipe is returned to the Company
with this policy, together with name of dealer from whom
purchased.
Wm. Demuth & Co.
230 FIFTH AVENUE
NEW YORK
"World's Largest Makers of Fine Pipes"

SHAPE ILLUSTRATED NO. 1745

SHAPE NO. 1711

SHAPE NO. 1747

SHAPE NO. 1761

"I have found the Perfect Pipe"

EVERY DAY, thousands of men find that Milano is the *Perfect Pipe*. Every day, Milano dealers report a steady sales increase. And all the time, Milano national advertising is working to build the sales higher still.

This advertisement, with a Consumer message, appeared as a full page *in color* in Collier's Weekly, October 11th, and in black and white in the Saturday Evening Post of November 8th. *It reached more than 3,200,000 people*—and yet it was only one unit in a great national campaign.

If you don't handle Milano, you're passing up big profits. But if you are one of the wise dealers who are cashing in on the thousands of dollars we are spending, look over your stock right now, and order all numbers with which you are not plentifully supplied. You'll need them for the holiday rush.

WM. DEMUTH & CO., 230 FIFTH AVE., NEW YORK
World's Largest Manufacturers of Fine Pipes

"It's a W D C"

MILANO

The Insured Pipe

Detroit News

(*Continued From Page 9*)

squares, called on the trade here last week. "Doc" reports business on his new lines as being very good, and that he is looking forward to a big sale on "Squares" for 1925.

Mort Hammer, director of sales, for Salvador Rodriguez, Incorporated, Tampa, Fla., manufacturers of the famous "Charles the Great" cigars, was a recent visitor to the Motor City. Mort reports the call for "Charles the Great" to be fine in all sections of the country. At the present time the factory is unable to supply the demand, owing to the oversold condition.

Joseph W. Levy, of the Coraza Cigar Company, Philadelphia, Pa., called on the trade here last week, in the interest of his brands.

Yours truly,

MIKE OF DETROIT.

BERNARD SCHWARTZ DIES

Bernard Schwartz, president of the Bernard Schwartz Cigar Corporation, and nationally known as the manufacturer of "R. G. Dun" cigars, died early Sunday, November 23d, at Harper Hospital, after a lingering illness of three years. During his thirty-five years residence in Detroit, he rose by initiative and perseverance from humble circumstances to a large position in the commercial world. Mr. Schwartz was fifty-two years old. He came to Detroit when seventeen years of age. Five years later he chose the cigar business as a permanent occupation. Mr. Schwartz was actively interested in Temple Beth El and was prominently identified with several fraternal organizations. He was a member of the Ashlar Lodge, F. & A. M., B. P. O. Elks and Knights of Pythias. Immediate surviving relatives are his father, Moses, of Detroit; his widow, Mrs. Esther Schwartz; one daughter, Mrs. Milton Petrie; two sons, Norman and Theodore; one brother Henry, all of Detroit; and three sisters, Mrs. Eva Goldberg, Detroit; Mrs. Dora Schwartz, of Los Angeles, and Mrs. Fannie Richards, Chicago.

TOM JONES

Tom Jones has gone to heavenly heights;
He tried to drive without his lights.
Jack Hayes this busy life forsakes;
He never would re-line his brakes.
Here's all that's left of Amos Bossing;
He tried to beat it to the crossing.
No more from Brown are earthly smiles;
He took the curve at forty miles.
Ted Small has gone to his abode:
He kept the middle of the road.
Here lies our friend, poor Tony Dix;
For booze and gasoline won't mix.
Jim Henry's friends are all bereft;
He made a short turn to the left.
Ben Gray is free from earthly pains;
A rainy day—he had no chains.
Poor Bill's beneath the sod, alas—
He speeded up and tried to pass.
Now Tom has joined the heavenly band:
He tried to drive it with one hand.

—Eugene Ashcraft in
Monroe Enquirer.

York County News

December 1, 1924.

THE York County Cigar Manufacturers' Association held their regular monthly meeting at Red Lion, Pa., November 11, with President B. M. Hannigan in the chair.

The subject of the kind of an exhibit to be made by the association at the coming Tobacco Show in New York City, was much discussed and it was decided that no individual brands made by any one firm should be displayed but all cigars would be shown as merely the product of the York County Cigar Manufacturers' Association, carrying out the idea of preserving the present unanimity existing among all members of the association and advertising the York County Cigar Manufacturers' Association and York County as being the home of the best nickel cigars produced in the United States.

The annual election of officers will take place on January 12, 1925, and a nominating committee was appointed consisting of L. E. Sentz, J. C. Winter, Harry McGuigan, A. S. Frey and Harvey Waughtel.

December 19 promises to be one of the big days in Red Lion when the annual banquet of the association will be held in the social room of St. Paul's Evangelical Church and from present indications will prove to be the most largely attended banquet ever given by the association.

The Western Union Telegraph Company are opening an office in the new First National Bank Building on the Square in Red Lion, which will prove a great convenience to Red Lion residents as well as to the many salesmen visiting this section.

Under the auspices of the Lions Club of Red Lion, the celebration of a Home Coming Week will be held on November 27, 28, 29 and 30. It is expected that many former residents of this section will avail themselves of this opportunity to meet old friends, relatives and former associates.

All visitors are requested to register at Home Coming headquarters, Room 200, First National Bank Building.

C. S. LaMotte, president of the Red Lion Board of Trade, and chairman of the committee which attended a hearing to secure lower coal rates to Red Lion before the Public Service Commission at Harrisburg, reported to the members of the Board of Trade, that if a reduction in the coal rates is secured on a basis through rates now in effect on other commodities, a saving of approximately $20,000 a year will be made to the community.

The monthly meeting of the Board of Trade was held in the council chamber in Leo fire engine house on November 18.

Yorkana, Pa.

Ellis B. Strickler, manufacturer of the well-known "Double Quality" cigars, has recently shown his ability as a game hunter, by returning from a gunning trip to McCalls Ferry, with a bag of ten fine wild ducks.

Mr. Strickler has taken space at the coming Tobacco Show in New York City, where he plans to have an attractive display of the quality cigars he has the reputation of making.

(*Continued on Page 16.*)

Announcing

The L. & M. Cigar Box

A different kind of box that attracts tarde, preserves the cigars, and saves dollars and cents.

An Achievement in Cigar Box Manufacturing

The L. & M. cigar box is the result of years of endeavor in the betterment of cigar boxes. It is made by ingenious machinery which gives any wood the effect of high grade cedar and produces a box unapproachable in attractiveness.

A Short Cut To More Cigar Sales

The L. & M. cigar box will make your brands stand out in any case. Its good looks attract instant attention and the general air of quality that surrounds it suggests quality for your product.

Write Now For Particulars

LESCHEY-MYERS CIGAR BOX CO.

CIGAR BOX MANUFACTURERS

YORK-HANOVER-EPHRATA-PHILADELPHIA

After all nothing satisfies like a good cigar

York County News

(*Continued from Page 14*)

The Yorkana Cigar Company continues to be favored with many orders for their best seller, "Garcia" triangulares.

East Prospect, Pa.

On the evening of November 15 the town officials of East Prospect held a barbecue or ox roast in celebration of President Coolidge's election and this event was attended by many guests from the surrounding country as well as the residents of East Prospect, and was a big success in every way.

A. F. Burg, manufacturer of the "True Yankee" and "Spencer Wilson" brands, is increasing his production as fast as possible to meet an unusually heavy demand for these brands. Mr. Burg has built a reputation for quality cigars which is demonstrated in the opening of many new accounts.

B. M. Hannigan, of the East Prospect Cigar Company, has left on a trip to Memphis, New Orleans and other points in the South, visiting some of the many jobbing connections handling their brands, "Epco," "Airedale" and "Emilia Garcia," all of which have a big distribution in that territory.

E. B. Kincaid, of Miller, DuBrul & Peters Manufacturing Company, recently operated the automatic bunch machine installed in the East Prospect Cigar Company factory, in the absence of the regular operator who was taken sick, and this prevented a possible stoppage in production which is greatly needed at this time, all of which was greatly appreciated by Paul Dellinger, who is handling the production end of the firm's business.

Hellam, Pa.

Sig C. Mayer, of Sig C. Mayer & Company, was a recent visitor to his branch factory in Hellam trying to devise means whereby he could increase production on "El Wadora" and "Cornell" cigars and try and appease his jobbers who are begging for more cigars.

Spry, Pa.

H. L. Haines & Company are working at an extreme limit of production to meet the demand for "Robert Fulton" cigars that is coming from all parts of the country.

Windsor, Pa.

W. H. Snyder & Sons report no abatement of the inrush of orders and the call is increasing for "Country Club" and "Prescription" cigars every day.

Jacobs, Holtzinger & Company are operating all their factories at full production and are much oversold on their "El Teano" brand.

Herbert L. Smith, manufacturer of "Havana Brown," foil-wrapped invincible, has just opened another factory at Winterstown, in an endeavor to give his jobbers an additional amount of cigars, which they have been clamoring for.

Yoe, Pa.

G. A. Kohler & Company are having a big repeat business on "Ford" and "Tobacco Girl" cigars, and have been obliged to keep their salesmen off of the road since July.

W. H. Sechrist has recently adopted a new label for his "Florida Honey Sucle" brand which is a great improvement over the old style package, these cigars going to the trade all foil-wrapped, and having a wide distribution.

Dallastown, Pa.

Fred E. Druck & Company is one of the very busy concerns in this section and have their three factories running at full speed making "Train Master" cigars, which have a big call.

A. F. Fix & Company are receiving a great many extra rush order for their "Contract" cigars, foil-wrapped.

York, Pa.

C. S. Gable, manufacturer of "Douglas Fairbanks" and "Hamilton Fish," foil-wrapped perfectos, has just returned from an extended trip, having visited some points of distribution in an endeavor to arrange shipments so as to relieve the largely oversold condition that exists with the jobbers on these very popular brands.

Ajax Cigar Company of North George Street, are having an increasing demand for foil-wrapped cigars, from their many distributors.

Manchester Cigar Company are about to equip one of their plants with some new automatic machinery to increase production on "Reichard's Cadet" and "Uncle Green" cigars.

Bergdoll Cigar Company, manufacturers of "York Imperial," still enjoy a big business on this very popular brand, and are having difficulty in satisfying the dealers with deliveries of one-fortieth packages for the holidays, as practically all the production has to go in the regular one-twentieth packages.

Gallatin Cigar Company continue to enjoy the big local demand they have created for their "Gallatin" brand.

Red Lion, Pa.

Superior Cigar Company have adopted a new design label for their "Pay Day" brand which is exceptionally attractive, "Looks like real money."

D. C. Kaltreider & Sons believe in concentration of effort which has resulted in the big business they enjoy on their "Apollo" foil-wrapped invincibles.

W. J. Neff & Company are receiving heavy duplications on "Robert E. Lee" and "Red Tips" invincibles individually foil-wrapped.

W. C. Frutiger & Company only know one word and that is "busy," and all employees are kept on their toes to keep up with the pace set by their genial employer, Bill Frutiger, and he can certainly set some pace, getting out big shipments of "Victory" and "Bank Note" cigars.

T. A. Winter & Sons are enjoying a steady demand for "Kinsman" foil-wrapped perfectos, which is their principal brand.

Kelly Cigar Company, manufacturers of the "Kelly" brand are much pleased with the increased distribution they are receiving on their latest brand, "Kelly's Green Ribbon," foil-wrapped.

G. A. Strobeck has all his factories working full force producing "El Gasco" triangulares and perfectos, which continue to have a big call.

A. S. Frey & Company report that "Atlantis" foil-wrapped perfectos are still their leading sellers.

T. L. Adair & Company, makers of "Argood," "El Cortel" and "Boston Port" brands, continue to enjoy a large distribution on these brands, and Mr. T. L. Adair known as "The millionaire of First Avenue," is always on the rush trying to satisfy his trade by increasing shipments.

J. R.

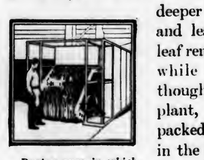
Just what is it that happens when tobacco is "aged in wood"?

—and why has no other mellowing process been equally successful?

FROM the smoker's standpoint, both these questions are easy to answer.

You know how ageing in wood mellows fine wines? Well—it does the same thing for fine tobaccos—removes the harshness and bite of "raw" tobacco, and ripens and sweetens it for smoking. And substitute methods fail, simply because they do not prove out in your pipe—the tobacco isn't as rich, nor as mild, nor anywhere near as satisfying.

Half-answers, of course—yet the most learned discussion can go little further. You may learn, if you care to, that before tobacco can be "aged," it must be conditioned with most scrupulous care—it must contain just so much moisture, by weight; no more, and no less. You may delve deeper into science, and learn that the leaf remains "alive" while ageing; although cut from the plant, cured, and packed tightly away in the dark, it goes through a natural "sweat" twice each year—grows limp and soft, and literally steeps in its own essences; and every shred of it is saturated with flavor.



Drying oven in which tobacco is "ordered" or conditioned before it is "aged in wood."

Roll the smoke around in your mouth, and notice how "ageing in wood" has taken off the rough edges.

It takes years, literally: it ties up huge sums in costly tobacco for long periods, hence is the most expensive of all mellowing methods. But the less haste, the more taste. As you can readily prove, no other method, however much cheaper and faster it may be, can equal "ageing in wood," for mildness, for richness and "body," for satisfying good taste.

How future Velvet quality is assured—sixty million pounds of choice Kentucky Burley bought in one transaction, and stored away to "age in wood."

Hence in making Velvet, we discard the money-saving "hurry-up" methods. We use the best brown Burley, grown in the rich limestone soil of the Kentucky Blue Grass country—and every ounce of it is patiently "aged in wood" till sweet as a nut and just right for smoking.

After all, the thing that interests smokers is results, not processes—but bear in mind that it is only as a result of the "ageing in wood" process that you get Velvet.

Velvet

—the aged in wood tobacco

LIGGETT & MYERS TOBACCO CO.

TAMPA STRIKE CAUSES POOR SHOWING FOR OCTOBER PRODUCTION

The following comparative data of tax-paid products indicated by monthly sales of stamps are obtained from the statement of internal revenue collections for the month of October, 1924, and are issued by the Bureau. (Figures for October, 1924, are subject to revision until published in the annual report.)

Products.	*Ociober, 1923.*	*October, 1924.*
Cigars (large)—		
Class A .....No.	255,722,275	245,861,110
Class B .....No.	162,016,963	128,547,975
Class C .....No.	275,170,232	245,210,818
Class D .....No.	14,488,601	10,868,963
Class E .....No.	4,256,763	4,741,699
Total	711,654,834	635,230,565
Cigars (small) .....No.	46,711,047	53,253,200
Cigarettes (large) ....No.	1,874,243	1,986,907
Cigarettes (small) ....No.	6,277,169,227	6,488,186,913
Snuff, manufactured ..lbs.	3,146,197	3,486,724
Tobacco, manufactured.lbs.	33,236,161	34,556,245

Note: The above statement does not include tax-paid products from Porto Rico and the Philippine Islands. This information is shown in enclosed supplemental statement.

Supplemental Statement

Tax-paid products from Porto Rico for the month of October.

Products.	*October, 1923.*	*October, 1924.*
Cigars (large)—		
Class A .....No.	11,890,655	14,415,700
Class B .....No.	2,148,650	1,586,325
Class C .....No.	5,182,150	6,445,460
Class D .....No.	37,150	12,125
Class E .....No.	1,000	.....
Total .....No.	19,259,605	22,459,610
Cigars (small) .....No.	2,000,000	2,000,000
Cigarettes (large) ....No.	95,000	1,000,000
Cigarettes (small) ....No.	40,000	40,390

Tax-paid products from the Philippine Islands for the month of October.

Products.	*October, 1923.*	*October, 1924.*
Cigars (large)—		
Class A .....No.	24,143,183	18,522,720
Class B .....No.	553,425	412,895
Class C .....No.	125,672	315,259
Class D .....No.	600	2,419
Class E .....No.	1,000	4,655
Total .....No.	24,823,880	19,257,948
Cigarettes (small) ....No.	173,730	10,800
Tobacco, manufactured.lbs.	140	31

Note: Quantities of tax-paid products shown in above statement are indicated by stamp sales reported for the month.

Du Pont

"A BETTER CIGAR for 10c"

After all nothing satisfies like a good cigar

MADE-IN-TAMPA BY VAL. M. ANTUONO

ABOVE ALL Bold CIGARS

Bold cigars are the leading sellers with thousands of dealers catering to steady trade who appreciate quality.

They are wonderful Business Builders.

Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Topic-LaTosella-Recall

Porto Rican . . . . the Mildest Tobacco Grown

To protect buyers of Porto Rican tobacco the Government requires the affixing of a Government Guarantee Stamp to every box of cigars and every bale or barrel of tobacco leaving Porto Rico. Look for these stamps.

NATURE has entered into a benevolent conspiracy in Porto Rico to produce from its soils a unique type of tobacco.

There are: The sea on all sides to give moderate humidity to the tobacco; the tropical climate to impart richness and fragrance to the leaf; the high altitudes of the tobacco sections to make the leaf lighter in body than other tropical tobaccos; the absence of chloride in the soil to grow a free-burning cigar leaf which has no equal.

In 1913 the annual importations of Porto Rican tobacco by American manufacturers averaged 5½ million pounds. Now, an average of 22½ million pounds a year are used by the American cigar industry.

Be the product tobacco or not—only unusual merit, consistent value and worth can produce such a record of growth.

Those manufacturers who have tried Porto Rican tobacco have year after year bought in increasing quantities.

GOVERNMENT OF PORTO RICO
TOBACCO GUARANTEE AGENCY
136 Water Street, New York
J. F. VAZQUEZ, Agent

It's a pleasure to smoke them!

CHANCELLOR Cigars

MILD
FRAGRANT

After all nothing satisfies like a good cigar

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 100% display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

SUPPLIES

PAPER BAGS.

Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.

Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.

THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

NIC. ALTHAUS CO. MANUFACTURERS OF HIGH GRADE CIGAR BOXES CEDAR SAW AND PLANING MILLS LABELS, RIBBONS, CIGAR MAKERS SUPPLIES. ESTABLISHED 1875. TEL. 4270 LEXINGTON. 637-641 EAST 17TH ST. NEW YORK.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

AIRCAB:—43,991. For cigars. November 14, 1924. The Keller Cigar Co., Springfield, Mass.

PHILACROFT:—43,992. For all tobacco products. November 19, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

PENNCROFT:—43,993. For all tobacco products. November 19, 1924. The Moehle Litho. Co., Inc., Brooklyn, N. Y.

PUBLIC DEMAND:—43,994. For all tobacco products. October 23, 1924. T. C. Preston, Tampa, Fla.

MERMAID TAVERN:—43,995. For cigarettes and smoking tobacco. November 22, 1924. Barclay Pipe Shop, New York, N. Y.

CONTRAST?:—43,996. For cigarettes only. November 20, 1924. H. Hall Marshall, Jr., New York, N. Y.

WEMBLEY:—43,984. For pipes. November 10, 1924. The American Tobacco Co., Inc., New York, N. Y.

"242":—43,985. For cigars. November 11, 1924. The Hollinger Russell Cigar Co., York, Pa.

TOM CARR:—43,988. For cigars. November 13, 1924. F. X. Smith's Sons, McSherrystown, Pa.

PILOT MOUNTAIN:—43,990. For all tobacco products. November 17, 1924. J. A. McAdoo, Charlotte, N. C.

TRANSFERS

EL RECIPRO:—28,223 (U. S. Tob. Journal). For cigars, cigarettes, cheroots. Registered January 23, 1904, by Kraus & Co., Baltimore, Md. Transferred to Bennett, Sloan & Co., New York City, March 25, 1920.

FLORIDA QUEEN:—43,960 (Tobacco Merchants Association). For cigars. Registered October 21, 1924, by American Litho. Co., New York City. Transferred to Preston Cigar Co., Tampa, Fla., November 13, 1924.

LA THEODORA:—42,337 (Tobacco Merchants Association). For cigars. Registered October 19, 1921, by I. Bittner, New York City. Transferred to Eisenstadt Bros., New York City, November 12, 1924.

MISS NANCY:—5533 (Trade-Mark Record). For cigars. Registered January 8, 1889, by Geo. S. Harris & Sons, Philadelphia, Pa. Transferred by American Litho. Co., New York City, successors to Geo. S. Harris & Sons, to Geo. Schlegel, Inc., New York City, and re-transferred to J. A. McAdoo, Charlotte, N. C., November 14, 1924.

Business Building

(Continued from page 12)

When he has a nice store in a good location and keeps the store spic and span and one of the attractive places of his town.

When he has a definite merchandise policy—keeps quality goods, has quality clerks, gives quality service.

When he orders carefully, listening to sales arguments, but not weakly yielding to them, and uses his own judgment and his knowledge of the wants of his customers.

I sometimes wonder whether I overplay the value of business knowledge. A merchant prince stated the other day that technical knowledge is of priceless value to any one who wants to get ahead. But he strongly emphasized the fact that it isn't everything by a far call.

He stated that after obtaining his knowledge a young man's business success is a matter of hard work and common sense, and he added that he promotes his workers according to the capacity they show for work and their ability to use common sense.

So there you are!

Some men, either bosses or clerks, seem willing to do anything but work, relying on their wit, their skill, their technical knowledge to see them through. But they are leaning on a broken reed. It not only won't push them up, but it will bend under their weight even in ordinary routine work.

I ain't going to back water, therefore, on the value of business knowledge, and I propose to continue broadcasting my idea on this subject in this and the surrounding planets.

But from time to time I propose to spill out a little holler to the effect that business knowledge ain't worth more than a hole in the State of New York unless it is hooked up with sweat and common sense. Any one who will hook up to these three things can wire me that he is entering the business race, and I will back him to the limit.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar.

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Grattot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, : Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

CAREFUL buyers, anxious always to deliver to the smokers the best at the price the market can supply, inspect the filler as closely as the wrapper of a cigar. To win the attention of the prospective purchaser, the cigar must look right. To hold his good opinion, it must taste right.

Without good tobacco, aged and mellowed and prepared by experts, and without skilled workers, the making of a good cigar is impossible.

For over two hundred years the Philippine Islands have been engaged in supplying the markets of the world with tobacco and cigars. All the knowledge and skill of technical experts have been applied to the problem of making Manila cigars and making them right.

Manufacturers are offering in the United States market today

HAND MADE, LONG FILLED MANILA CIGARS AT PRICES THAT DEFY COMPETITION.

Manila Ad Agency

15 WILLIAM STREET, NEW YORK

Send for List of Agents and booklet.

'Phone Broad 1015

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VOLUME 44 No. 24

THE TOBACCO WORLD

THE GENUINE SPANISH CEDAR

"BOITE NATURE"

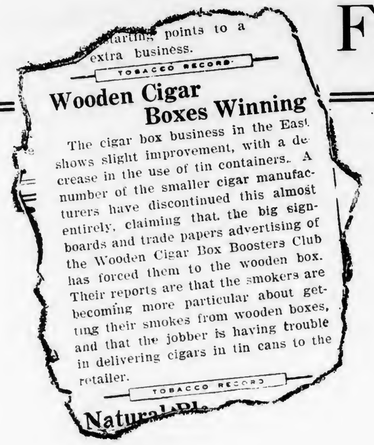
The Seasonable de Luxe Container!

Immediately appreciated by any Smoker as a compliment to his Good Taste.

No Smoking Satisfaction is as lasting and complete as that which is to be had from a Good Cigar packed in a SPANISH CEDAR BOX!

PUBLISHED ON THE 1ST AND 15TH OF EACH MONTH AT 236 CHESTNUT ST. PHILA., PA.

Wooden Boxes Now a Big Factor in Cigar Sales


...darting points to a extra business.
TOBACCO RECORD
Wooden Cigar Boxes Winning
The cigar box business in the East shows slight improvement, with a decrease in the use of tin containers. A number of the smaller cigar manufacturers have discontinued this almost entirely, claiming that the big signboards and trade papers advertising of the Wooden Cigar Box Boosters Club has forced them to the wooden box. Their reports are that the smokers are becoming more particular about getting their smokes from wooden boxes, and that the jobber is having trouble in delivering cigars in tin cans to the retailer.
TOBACCO RECORD
Natural Pl...

(Clipping from the Aug. 27th issue of Tobacco Record.)

ALREADY our advertising of Wooden Cigar Boxes is showing its effect. Each day more and more smokers are becoming more and more particular about selecting their cigars from wooden boxes.

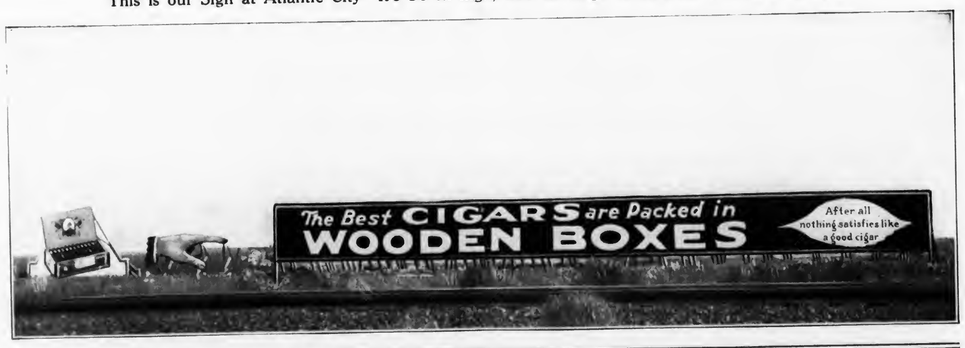
While some credit can be given to the advertising, the greater share is due to the fact that the wooden box actually is better. Its superiority is so evident that even the public can see it, and appreciate it when attention is called to it.

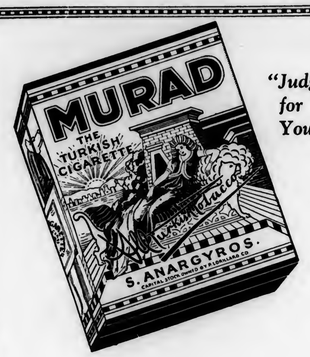
Pack your cigars in wooden boxes and share in the benefits of this advertising.

The Best Cigars are Packed in Wooden Boxes

After all nothing satisfies like a good cigar

This is our Sign at Atlantic City—It's 30 ft. high, 250 ft. long. It talks to Millions of People.





"Judge for Yourself"

The world's most famous and largest selling high grade cigarette

Turkish Cigarettes contain no artificial flavoring and are therefore purer and better than other kinds of cigarettes. MURADS are made only of 100% Pure Turkish Tobacco of the finest varieties grown, and are appreciated and desired by smokers who demand the best the world has to offer in cigarettes.

Makers of the Highest Grade Turkish and Egyptian Cigarettes in the World

MURAD

LA PALINA
CIGAR
Meet us at the Tobacco Show
CONGRESS CIGAR CO. - Philadelphia, Va.

Get the Utmost in Advertising Values
at practically no expense
by using the
WOODEN CIGAR BOX
for your brands.
They help *sell* your cigars.
PHILADELPHIA CIGAR BOX COMPANY
621 W. SUSQUEHANNA AVE.
PHILADELPHIA, PA.

WAITT & BOND
Blackstone
CIGAR
Havana
Filler
Absolutely!

If you want a fast moving number, stock up on

TOPIC
CIGARS
"Good from End to End"
In all sizes--shapes and colors
Bobrow Bros. Inc., Mfgrs.
Philadelphia, U.S.A.
Makers of Bold-LaTosella-Recall

"MEET US AT THE TOBACCO SHOW"

A. KAUFFMAN & BRO. INC.
YORK, PA.
ESTABLISHED 1893
MANUFACTURERS OF
CIGAR BOXES
AND
CIGAR BOX LUMBER
WE SPECIALIZE ON
GOLD LEAF WORK

"BEST OF THE BEST"
OPTIMO
VERY MILD VERY MILD
CIGARS
Manufactured by A. SANTAELLA & CO.
Office, 1181 Broadway, New York City
FACTORIES: Tampa and Key West, Florida

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Classified Column

The rate for this column is three cents (3c.) a word, with a minimum charge of seventy-five cents (75c.) payable strictly in advance.

FOR SALE

IMPORTED CIGAR BANDS—Two millions, gold leaf, best designs, 30c. per M. Net cash. Samples submitted. P. J. Sullivan, 161 Pierrepont Street, Brooklyn, N. Y.

WANTED

CIGAR FOREMAN FOR HAND AND SUCTION WORK—Man who is capable of qualifying for a higher position. State age and experience in detail. The position will be with an old-established concern operating several plants. Ample opportunity for advancement. Box No. 470, "The Tobacco World."

SITUATION WANTED

RETAIL STORE MANAGER, WHO HAS ALSO BEEN Jobber's Representative, desires position. Has had six years' experience and is at present employed in Philadelphia, but would change residence if necessary. Best of references. Address Box No. 477, care of "The Tobacco World."

POSITION AS SUCTION FOREMAN WANTED BY MAN thoroughly experienced in Suction Work. Twenty years' experience in the largest factories in the country. Box No. 471, "The Tobacco World."

The Tobacco World
Established 1881
VOLUME 44 DECEMBER 15, 1924 No. 24
TOBACCO WORLD CORPORATION
Publishers
Hobart Bishop Hankins, President and Treasurer
Gerald B. Hankins, Secretary
Published on the 1st and 15th of each month at 236 Chestnut Street, Philadelphia, Pa.
Entered as second-class mail matter, December 22, 1909, at the Post Office, Philadelphia, Pa., under the Act of March 3, 1879.
PRICE: United States, Canada, Cuba and Philippine Islands, $2.00 a year. Foreign, $3.50.

OUR HIGH-GRADE NON-EVAPORATING
CIGAR FLAVORS
Make tobacco mellow and smooth in character and impart a most palatable flavor
FLAVORS FOR SMOKING and CHEWING TOBACCO
Write for List of Flavors for Special Brands
BETUN, AROMATIZER, BOX FLAVORS, PASTE SWEETENERS
FRIES & BRO., 92 Reade Street, New York

Harry Blum's
NATURAL BLOOM
The Cigar of Quality
122 SECOND AVENUE
NEW YORK CITY

Fragrant aroma and delightful taste are difficult to retain, even in the finest tobaccos. We know only one way ~ toasting, a costly extra process, but worth it ~ the flavor wins.

LUCKY STRIKE
"IT'S TOASTED"
Guaranteed by
The American Tobacco Co.

Increase Profits and Production by using
COLWELL'S AUTOMATIC
BUNCH MACHINE

Mr. Cigar Manufacturer, you owe it to yourself to employ every means possible to reduce cost of production.

You should put this AUTOMATIC LONG FILLER BUNCH MACHINE to work for you now and save money by reducing the cost of making your bunches.

Two operators can easily learn to run this machine and will soon become proficient.

It only takes up about 3 x 4 feet of floor space and is driven by a ¼ H. P. motor which consumes little current and can be operated from any ordinary light socket.

It is substantially constructed and will render long years of valuable service.

Catalogues and any particulars upon request

COLWELL CIGAR MACHINE COMPANY, Inc.
131 Washington Street, Providence, R. I.

The Far-Visioned Cigar Manufacturer
Protects Present and Future Sales
By Packing His Brands In Wooden Boxes

H. E. BAIR & CO.

HANOVER After all nothing satisfies like a good cigar PENNA.

"Quality Cigar Box Manufacturers For More than Fifty Years"

MERCHANTS CIGAR BOX CO.
DALLASTOWN, PA.
MANUFACTURERS OF
CIGAR BOXES & CASES
Dealers in Labels, Bands and Edgings
CAPACITY 15,000 DAILY

If It's Wood— We make them. Anything in Cedar, Veneer, Redwood and Imitation.

If It's Prices— We have them. Let us quote you on your need. Line up with a first class boxmaker for your 1924 requirements.

WE SPECIALIZE IN BOITE NATURE BOXES
First Class Cigar Boxes Guaranteed

MAPACUBA

"BETTER SMOKING"

BAYUK CIGARS, INC.
PHILADELPHIA, PA.
New York, 119 Lafayette Street
Phone Franklin 5620. 5621, 5622
MAKERS OF:
Philadelphia Hand Made
Havana Ribbon
(Ripe Domestic Filler—Imported Sumatra Wrapper)
Charles Thomson
Mapacuba
Prince Hamlet

After all nothing satisfies like a good cigar

Wolverine CIGAR MACHINES

BUNCH BREAKERS
CIGAR PACKERS
BUNDLE PACKERS
ROUND CAN PACKERS

PULTE-KORRECK MACHINE CO.
231 233 IONIA AVE. N.W.
GRAND RAPIDS MICH

FOR GENTLEMEN OF GOOD TASTE

SAN FELICE
2 for 15¢
EL VERSO
10¢ 2 for 25¢ 15¢
TWO GOOD CIGARS

THE DEISEL-WEMMER CO. Makers LIMA, OHIO

Volume 44

THE TOBACCO WORLD

Number 24

Established 1881

A SEMI-MONTHLY
For the Retail and Wholesale Cigar and Tobacco Trade

$2.00 a Year PHILADELPHIA, DECEMBER 15, 1924 Foreign $3.50

EDITORIAL COMMENT

A FAIR indication of the burdens being carried by the tobacco industry is indicated by the statement of the Collector of Internal Revenue in his annual report, which states that the total amount collected for the fiscal year of 1924, including the taxes on both domestic and imported cigarette papers and tubes in packages, were the greatest in the history of the bureau and exceeded the total amount collected for all sources in any year prior to 1913! The total amount was $325,638,931.14.

The above is all the more interesting when the tables show that the cigar withdrawals for the fiscal year of 1924 compared with the fiscal year of 1923, as follows: Class A, decrease 5 per cent.; Class B, decrease 10 per cent.; Class C, decrease 2 per cent.; Class D, increase 7 per cent.; Class E, decrease 2 per cent.

It seems fairly apparent that while the tax returns from the industry may have been heaviest in the history, the sales on the other hand have been traveling in the opposite direction.

It is all very well to reflect on what a liberal contributor the tobacco industry is to the expenses of Government operation, but the possibility also is ever present to tax such a liberal contributor out of business.

Particularly could Congress help the cigar industry at this time. A reduction in taxes would undoubtedly have a favorable reaction on production and sales. And there has been such a thing known as an increase in tax collections even when there has been a reduction in taxation.

DECEMBER has brought notable improvement in cigar orders and most of the large factories, together with many smaller ones, have received what might be called "last minute" orders, and there has been unusual activity in producing cigars to meet this late demand.

This can certainly be taken as an indication that business improvement is on the way, and that 1925 will bring with it an era of prosperity. This must be most encouraging news to the cigar industry.

We are not of the opinion that improved business conditions are going to bring any great benefits where the proper efforts have not been put forth to earn it. Competition will be just as keen as during the past years, but good merchandise, honestly priced, will certainly receive its just reward.

Some of the larger manufacturers have for a number of years used trade paper space to direct the attention of their jobbers and retailers to the efforts they are making to reach the smoker. This is an exceptionally good use of trade paper space and is bound to attract the attention of the jobber and dealer. It is a public announcement of co-operation, and shows the dealer that the merchandising of such advertised brands is not left entirely upon his shoulders.

In the New Year we look for a still greater display of this co-operative effort and, if the future may be judged by the past, it will prove profitable.

But the advent of prosperity has certain drawbacks. Commodity prices in all industries react to the law of supply and demand. It is fairly certain that higher prices will obtain in 1925 in all lines, and it is equally certain that if this becomes a fact, the tobacco industry and its allied branches will be subject to the same economic laws.

Cigar manufacturers who are willing to investigate mechanical devices that will facilitate cigar production can undoubtedly find a method to provide economies in manufacturing costs.

FILIPINO BUSINESS MEN TO TRAVEL AROUND THE WORLD

The first 'round-the-world cruise of prominent Filipino business men will be made early next year under the auspices of the American Express Company if present plans to this effect do not miscarry. The party will be limited to fifty members and will leave Manila next April via Singapore.

PHILADELPHIA.

Philadelphia, December 15, 1924.

THE majority of the factories in this section have shipped their holiday orders for one-fortieth packages and of five and ten cigars each, except some for nearby sections, which will no doubt be shipped out this week, but the factories are busy on the regular one-twentieth packages, for which there is an unprecedented demand for this time of the year.

Some of the larger concerns who hold a yearly get-together of all their sales and executive factory men, are completing their plans for the annual entertainment of their men during the holidays.

The retailers report a considerable increase in business during the past two weeks, and a goodly amount of holiday orders from the consumer are being sold, but as men are noted as being last-minute buyers, the big rush of holiday business is not looked for until the coming week.

George B. Evans is displaying high grade pipes and smoking tobaccos with their cigar display of their "Mirabo" and "Evanita" brands and also ten packs of "La Palina," "Heartsease" and "La Tosella."

John Middleton, 1211 Walnut Street, is featuring "Hoya De Cuba" cigars in twentieth and fortieth boxes in regular and boite nature boxes and varieties and as usual has a very elaborate showing of imported and domestic pipes, including "J. M. Special," London made, "Lurie," "Sasieni," "Petersen," "Ben Wade" and "G. B. D.," in a very large variety of special styles and sizes, and ranging in price to suit any pocketbook.

This display also includes some very novel ladies' cigarette tubes, ash trays, and humidors, and cigarette holders in sterling silver, which make a strong appeal to the lady smoker.

J. G. Blanco & Company, Eleventh and Cuthbert Streets, have as their holiday offering an attractive display of their popular brands, "La Saltiro" and "El Articulo."

Otto Eisenlohr & Brothers, 932 Market Street, are showing a line of "Webster" cigars in fortieth packages in wood and "Cinco" fortieth cans.

M. J. Dalton Company are featuring at their Eleventh Street store "La Carolina Partagas" and "La Corona" imported cigars in fancy sizes and varieties boxes and also "Lozano" and "Marie Antoinette" in boite nature packages.

E. Y. Sterners Sons, Twelfth and Market Streets, are making a strong play for pipe business, and have a large assortment from which to make a selection, among which are "Kola" pipes, "Churchwarden" clays and briars, "Virgin" briars, "French" briars and the well-known "W. D. C." and "Frank" lines.

Yahn & McDonnell, Widener Building store, have a special display of "Medalist" cigars in regular and varieties packages and also an elaborate pipe and smokers' articles display, including some very fancy and unusual styles of cigar and cigarette tubes.

Yahn & McDonnell Hotel Adelphia stand have as their holiday offering fortieth and varieties packages of the brands "Garcia Grande," "Princess Mary," "Cortez," Langsdorf's "Selleccion De Luxe" and "Medalist," all of which are very popular with the trade at this stand.

David L. Olster, Juniper and Sansom Streets, feature the "Casa Blanca" and "Ruyera Lopez" brands in many sizes and shapes, and have added some attractive varieties packages for the holidays, and these brands are showing a big repeat business.

"Mi Adelina," "Garcia" and "Vega" and "Mi Hogar" also have a good call at this location.

J. B. Cigar Company, 113 North Tenth Street, have recently installed a Universal automatic bunch machine to increase production on their "Brooks Smokers." This cigar goes to the smoker at five cents and is an unusually good smoke for the money.

"La Ileta" is their leader at ten cents and upwards.

F. B. Vetterlein, Fifteenth and Market Streets, has his usual attractive holiday display of cigars, which includes the "Aristocrat" at ten cents and upwards, "Baron De Kalb," ten cents up, "Cortez," ten cents up, "Flush," two for fifteen cents, and "Prefect," "Royal Club" and "Achiever," five-cent brands.

Mr. Vetterlein's many friends will be glad to hear that he is recovering from his recent illness and hopes to be back at business shortly after the holidays, and in the meantime the store is in charge of his very efficient manager, Walter Stokes, who is one of the best known men among the trade.

Godfrey S. Mahn Company, Thirteenth and Chestnut Streets, in addition to their always popular brand "As You Like It," are making an attractive showing of imported cigars in varieties packages in the brands "El Rey Del Mundo" and "Por Larranaga."

Moore's Cigar Store, 1314 Filbert Street, which enjoys a large clientele from City Hall, are making special mention of "Cortez," "Marie Antoinette" and "High Life" cigars in their holiday display.

The National Drug Store stand report a big repeat business on the "Cadillac" brand at ten cents and upwards, and are making a drive on a big lot of Porto Rican cigars just imported to sell at five cents.

Stoevers Broad Street Station stand continue to have a good demand for "Philadelphia Club," "Marshall Field," "Sanchez & Haya," "Manuel" and "Topic" brands.

J. R.

A. J. COLWELL SAYS AUTOMATIC LONG FILLER BUNCH MACHINE CHANGES LOSSES TO PROFITS

The Colwell Automatic long filler bunch machine should interest the cigar manufacturer either large or small, as this machine will cut the cost of production of the bunch from 25 to 50 per cent. In these days of close competition every progressive manufacturer is looking for the machine that will cut cost of production. It will make a perfect condition bunch equal in every way to hand bunches. The machine carries two operators, a feeder and a bunch catcher, and is fed irrespective of the size of bunch that is to be made, as the filler is fed in a ribbon which causes sufficient stock for twelve to fifteen bunches. The feeder, however, has nothing to do with the amount of filler that goes in the bunch, as the machine is set for that and does its own work, the feeder being used merely to feed, so as to keep the ribbon of filler full.

The bunch catcher lays the binder, and picks up the bunch, and the machine does the work of making the bunch, in every way. It is impossible for any filler to get in the bunch so as to lay crosswise, as the filler lays straight just as it is broken by the hand bunch-maker, so you can readily see that it is impossible for a cigar not to smoke freely. This machine carries its own motor and is attachable to any electric light socket and is so simple to handle that any foreman can learn its operation in one day so that it can be readily seen that no mechanic is needed with this machine.

The Colwell Cigar Machine Company will be pleased to set up a machine and demonstrate the same in any factory upon written request of the manufacturer. In order that there may be no hesitation on the part of any manufacturer in requesting a demonstration, the Colwell Automatic Cigar Machine Company authorizes THE TOBACCO WORLD to state that a request for a demonstration of their automatic long filler bunch machine places them under no obligation whatever to purchase. The reason for this statement is that the Colwell Cigar Machine Company is so confident of the results produced by this machine that they are willing to leave the final decision absolutely to the cigar manufacturer.

JOHN A. CAMPBELL VISITS EAST

John A. Campbell, of the American Box Supply Company, Detroit, Mich., has been on a flying trip through the East. After a visit in New York City he spent several days in Philadelphia. He left on the fourteenth for Tampa, Fla.

Mr. Campbell spoke most encouragingly of business conditions and stated that the past thirty days have shown remarkable activity in the way of orders and inquiries. He looks forward to a prosperous year in 1925.

DUKE BANS LUXURY AT UNIVERSITY

According to a statement made by James B. Duke, tobacco magnate, who has established a $40,000,000 fund for the Duke University and other benevolent projects in the South, there will be no luxury at the university.

"Nothing makes people so unhappy as luxury," said Mr. Duke. "Satisfied ambition is an awful thing. How can you be happy if not busy? This very project will keep me busy for the rest of my life, although I'm just laying down the broad principles and leaving the educational details to others."

Mr. Duke came North yesterday to record the fund at Somerville, N. J. He is a resident.

A desire to furnish the "growing empire of the industrial South" with leaders in religion, law, medicine, education, engineering and science caused him to create the fund, he said.

"Now, I don't believe that a college education does a man much good in business, except for the personal satisfaction it gives him," he continued, "but when you have a great community growing like the Carolinas you've got to have five kinds of leaders whose minds are trained. Those leaders ought to be the best that can be developed. In doing what I am doing I want this university to turn out these five kinds of leaders.

"The first is preachers; the second is teachers; the third is lawyers; the fourth is chemists and engineers, and the fifth is doctors.

"The people are entitled to the best men they can get to preach to them; they need the most skillful and the best-trained men to teach their children; their laws are made and interpreted by the lawyers, and they ought to be the soundest men of the community; without technical men their industries cannot progress, and without good doctors they cannot enjoy their lives."

The growth of this empire of the South, to the intellectual needs of which Mr. Duke now is ministering, is in itself one of the great romances of political economy.

From the devastated fields and the burned barns following the Civil War Mr. Duke and his father and brothers built up the great modern tobacco industry, which sends its product to all the world.

But even the tremendous growth of the business couldn't take all the profits, and Mr. Duke took his part of them and put them back into the country whence the tobacco came.

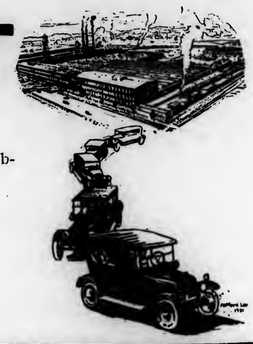
Duke turned to white coal, in the lack of black deposits at his doorway. Today the hydro-electric enterprises which grew under his hand turn most of the spindles of the South. Now he is turning the profits of these hydro-electric properties back into the country once more.

"And I don't see why it shouldn't be as good a thousand years from now as it is today," he said quietly. "We don't use up the water as they use up coal. We just use its power."

Final announcement of the details of Mr. Duke's plans awaits the acceptance or refusal by the trustees of Trinity College at Durham of his offer to make it the nucleus of the new university.

After all nothing satisfies like a good cigar

DETROIT



Detroit Holiday Business Expected to Exceed 1923—Jobbers Oversold on Fortieth Packings—Norman Schwartz Becomes President of Bernard Schwartz Corporation—Sam Gilbert Returns from Philadelphia Visit—Many Out-of-Town Visitors

Detroit, Mich., December 15, 1924.

DETROIT'S merchants are enjoying a splendid holiday business, and predict this year to exceed 1923 by a big margin. The cold weather has put the "pep" in business and early shopping has been much in evidence since the first part of the month. The news of the tremendous amount of money saved by the Christmas Savings Clubs, was received by the retail merchants with great delight, as all of this money finds its way into the retail stores. Approximately $3,065,000 was saved by 67,947 depositors. Retail cigar stores are doing a big business in smokers' articles and pipes and many attractive window displays are seen throughout the city. Many of the larger business houses and factories have placed their orders for Christmas cigars, for early delivery, which is very gratifying to the retailers. The slogan of "Do Your Christmas Shopping Early" has proved very effective.

Practically all of our local jobbers have sold out on one-fortieth packings, and many reported a shortage of certain brands. Many of our local factories were unable to fill all orders for the holiday trade owing to the over-sold condition of their plants. Production was speeded up and everything was done to relieve the situation, but their output was inadequate to supply the demand. This year will no doubt be the banner year of cigar production in Detroit.

At the recent directors meeting of the Bernard Schwartz Cigar Corporation, Norman Schwartz was elected president; Theodore Schwartz, vice-president, and R. O. Brandenburg, secretary and treasurer, for the year 1925. The Bernard Schwartz Cigar Corporation, are the manufacturers of the famous "R. G. Dun" cigars, which are enjoying a big sale in many sections of the country.

Emil Popper, president of E. Popper & Company, Incorporated, New York, N. Y., manufacturers of the famous "Popper's Ace," and many other well-known brands, was on the list of visitors here last week. Mr. Popper reports business on his brands as being fine in all sections of the country. The Howes-Shoemaker Company, local distributors of the Popper brands, are meeting with great success on distribution and sales and report the brands to be repeating in excellent style.

George Meigs, western representative of A. Amo & Company, manufacturers of "La Amo" cigars, has returned from Tampa, Fla., where he visited the headquarters and factory. The "La Amo" cigar is enjoying a very good sale in the Motor City and is on display in many of the leading stores.

J. Andrew Stein, of the Pullman Metal Specialty Company, Incorporated, New York, N. Y., manufacturers of ash trays and smoking stands, called on the trade here last week.

J. C. Thebaut, western representative of the Hav-A-Tampa Cigar Company, Tampa, Fla., manufacturers of the famous "Hav-A-Tampa" cigars, was on the list of out-of-town visitors this week. Mr. Thebaut reports an over-sold condition on his brand in all sections of the country.

H. L. Rogers, president of the H. L. Rogers Company, Incorporated, New York, N. Y., manufacturers and importers of fine leather goods and smokers' articles, was with us for a few days last week.

Samuel T. Gilbert, president of Otto Eisenlohr & Brother, Incorporated, and the Webster Cigar Company, has returned from a business trip to Philadelphia and New York City.

J. Eugene Beck, western representative of R. A. Bachia & Company, Long Island City, New York, gave us the once over last week.

E. H. Briody, western representative for Kraus & Company, Baltimore, Md., was with us for a few days last week. E. H. was running over with "pep" and said he was enjoying a tremendous business in all sections of his territory. The "Flor de Moss" cigars, are repeating in wonderful style with all of his distributors and is proving to be a business getter with all the merchants. "In-B-Tween" cigars are reported to be in a very healthy condition everywhere. The Charles F. Becker Company are the local distributors for Kraus Company's brands.

Harry Parr, division manager for the American Cigar Company, reports the sale on "Chancellor" cigars to be very good. "It's a pleasure to smoke them." All the leading dealers have "Chancellor" cigars prominently displayed and have a steady demand on same.

R. R. "Dick" Tobin, official booster of the Continental Tobacco Company's products, reports a big business on his many brands. "Barking Dog" cigarettes and "Barking Dog Smoking Mixture," are selling nicely with the dealers. "Revelation Smoking Mixture" is making a hit with the Detroit smokers,

(*Continued on Page 18*)

CAREFUL buyers, anxious always to deliver to the smokers the best at the price the market can supply, inspect the filler as closely as the wrapper of a cigar. To win the attention of the prospective purchaser, the cigar must look right. To hold his good opinion, it must taste right.

Without good tobacco, aged and mellowed and prepared by experts, and without skilled workers, the making of a good cigar is impossible.

For over two hundred years the Philippine Islands have been engaged in supplying the markets of the world with tobacco and cigars. All the knowledge and skill of technical experts have been applied to the problem of making Manila cigars and making them right.

Manufacturers are offering in the United States market today

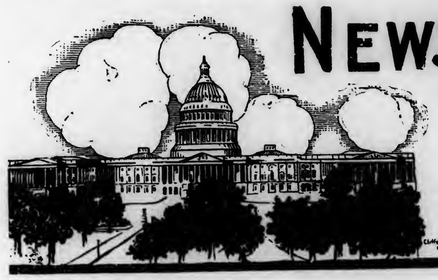
HAND MADE, LONG FILLED MANILA CIGARS AT PRICES THAT DEFY COMPETITION.

Send for List of Agents and booklet.

Manila Ad Agency

15 WILLIAM STREET, NEW YORK

'Phone Broad 1015



NEWS FROM CONGRESS AND FEDERAL DEPARTMENTS

FROM OUR WASHINGTON BUREAU 622 ALBEE BUILDING

National Conference of Retailer, Jobber and Manufacturer to be Held

A NATIONAL conference of retail, wholesale and manufacturing interests has been called by the United States Chamber of Commerce, to meet in Washington early next month to consider the problem of distribution, with a view to reducing this very important cost factor.

The conference will appoint committees to make detailed investigations of the question, whose reports will be discussed at a second general conference, when it is hoped a definite program will be evolved for the reduction of distribution costs.

The forthcoming conference will be the first concerted attack upon the problem of distribution from the point of view of the distributor, officials of the chamber point out, and the field of inquiry which it is proposed to cover has been, for the most part, unexplored in the past. The owners of establishments employed in distribution constitute the largest single class of business men in the United States, it is declared, numbering not less than 1,500,000.

Commissioner Gaskill Recommends Change in Method of F. T. C. in Dealing With Complaints

Legislation enabling the Federal Trade Commission to reach an agreement with business men charged with violation of the Federal Trade or Clayton acts, on the basis of the latter's promise to discontinue the practices complained of, instead of issuing complaints and holding trials in every case, as at present, has been recommended to Congress by Commissioner Gaskill. Such authority, it is declared, would enable the commission to dispose of many cases without delay and at a considerable saving; under the present method, it is stated, the commission will never be able to keep current with its work.

Commissioner Gaskill also recommends that the trade practice submittal, which now is without force or effect and embodies merely the opinions of the trades themselves as to unfair practices, be legalized and made something of a law merchant, which shall have a *prima facie* force so that the burden of proof would be reversed. Instead of the commission being obliged to substantiate the trade rule so enacted before a court, the burden would be upon a transgressor to show that the rule was unjust or illegal.

It is pointed out by the commissioner that the work of the organization is steadily increasing and that, even if sufficient funds were appropriated, it would be physically impossible for the commission to keep current. His recommendations are made to provide short cuts which would relieve the commission of much of the work which now must be done but which is really unnecessary.

Hughes to Resign from Department of Commerce

T. L. Hughes, of Louisville, Ky., for the past two years chief of the tobacco section of the Bureau of Foreign and Domestic Commerce, will sever his connection with the Department of Commerce in the near future to accept employment in Europe as representative of an American tobacco concern.

Mr. Hughes has been closely associated with the tobacco industry for many years, and during his service with the department he has inaugurated a valuable program of work for the promotion of export sales. A thorough study of the world trade in tobacco has also been made, which fills a need long felt for detailed data concerning the production, origin and destination of imports and exports of tobacco.

Short Payment of Mail Detrimental to Prompt Delivery

"Short payment" of mail—the term applied to letters on which are placed insufficient postage—is detrimental to the best interests of patrons of the mails, according to officials of the Post Office Department, who have just launched a campaign to eliminate what has come to be a regular practice on the part of some business concerns.

A survey of the situation in the principal post offices shows that some large business houses appear to have instructed their traveling representatives not to put more than one two-cent stamp on a letter, regardless of its weight, paying any deficiency in postage upon delivery. Postmasters have been instructed to request such patrons to discontinue the practice, which is not in conformity with the postal laws and regulations, and failure to do so will probably be followed by more drastic action.

"The real effect of this practice, which some concerns believe is an advantage in facilitating the keeping of their accounts, etc., is to unavoidably delay delivery of the mail, as short-paid matter requires special treatment not only at the mailing office but also at the office of delivery," officials of the department pointed out.

DEPT. OF JUSTICE RECOMMENDS CHANGE IN BANKRUPTCY LAWS TO PREVENT FRAUD

Modification of the criminal statutes relating to bankruptcy so as to make it an offense for anyone to conceal assets, not only from trustees but also from creditors in composition cases, or from any officer of the court charged with control and custody of property, is strongly urged by Attorney General Stone in the annual report of the Department of Justice, just submitted to the President.

The Attorney General points out, also, that the period of one year under which criminal prosecutions under the bankruptcy act must be brought is too short and that this fact has in some cases defeated justice. The period of limitation, it is felt, should be extended to three years, and the provisions of Section 1045 of the revised statutes, regarding persons fleeing from justice, should be made applicable to such cases.

During the past year, the report shows, the antitrust activities of the department have been directed mainly toward the solution of two major problems arising in the enforcement of the antitrust laws, the first having to do with the selection and prosecution of cases involving the organization and activities of trade associations and the second involving the application of the antitrust laws to restraints of trade and monopolies based upon the acquisition or pooling of competitive patents.

Many of the trade associations, Mr. Stone points out, are operating along lines which are entirely lawful and beneficial to the members and to the public, while others are groping in the twilight zone of illegality, and still others—a few—are undoubtedly illegal. The main purpose of prosecution in cases where the law has seemed flouted has been to select conspicuous cases which, when finally determined, will define with greater certainty the activities to which associations may not resort and, on the other hand, aid honest business men to determine what measures of cooperation they may lawfully adopt.

TOBACCO SHOW PLANS PROGRESSING

PLANS for the Tobacco Show in January are progressing in splendid fashion and there is no doubt but what it will far exceed the efforts of the past.

There is going to be much more of interest to the smoking public and in addition the publicity plans indicate that the Tobacco Show will have the biggest attendance in its history.

The industry is making a determined effort to put over an exhibition that will have a definite value to every exhibitor. Some of the most representative firms in the industry have already reserved space. In addition the exhibits will cover the tobacco trade in all its branches. Don't forget the dates of the Tobacco Show are January 19th to 24th, 1925. Also it is not amiss to mention that the remaining space for sale is rapidly being contracted for. If you plan to exhibit at the show, better step lively if you want good space.

GIRLS WILL BE GIRLS

Mrs. Newlywed—"Which do you prefer, boys or girls?"

Mrs. Oldwed—"Boys. My daughters sneak my cigarettes."

STRICT INSTRUCTIONS

Employer (to new office boy)—"Has the cashier told you what you have to do in the afternoon?"

Youth—"Yes, sir; I was to wake him up when I saw you coming."—*Northern Telegraph.*

GUESS WHAT IT WAS

Credit Customer—"I have a question I've wanted to ask you for weeks."

Storekeeper—"Go ahead. I've had an answer ready for months."

At Christmas

We wish you everything that you wish yourself—health, happiness, and prosperity.

We thank you for the abundant measure of success which has been ours throughout the year—because your friendship and cooperation have brought it about.

We look forward to another year of these pleasant relations, and pledge ourselves to even greater efforts to be worthy of them.

WM. DEMUTH & CO.
World's Largest Manufacturers of Fine Pipes
230 Fifth Avenue
NEW YORK

MILANO
The Insured Pipe
It's a W D C
WDC TRADE MARK

BETTER BUSINESS BILLS SUPPORTED

Whatever results may come from the national election the way seems clear for the advance of price standardization legislation when Congress reconvenes. These measures were subject to the legislative paralysis of the last session, due to the sensational congressional investigations, which preceded the summer recess, and even prevented passage of some regular departmental measures. Their supporters, however, have not been idle, and preparations are being made for promised hearings before the committees which have them in charge.

The American Fair Trade League, which has led the fight to crystallize sentiment behind these "Better Business" measures, calls attention to the fact that the standard price movement is in no respect a campaign issue. The non-partisan character of its support is indicated by letters received from congressmen of all shades of political opinion in reply to inquiries from constituents engaged in various lines of trade and established in many different states.

For example, Representative Henry Allen Cooper, of Wisconsin, who was chairman of the Wisconsin delegation at the Republican National Convention where he made the nominating speech for Senator La Follette, and who is a leader of the so-called Radical Bloc in Congress, says, in a recent letter to a constituent, that "the manufacturer should be given a legal right to name a uniform price on the goods made by him." One of the most enthusiastic supporters of the bills now before Congress is Mrs. Mae E. Nolan, Representative from California, who recently issued a strong statement advocating the standard price system in the interest of the housewife and consumer. Mrs. Nolan is the widow of a prominent Pacific Coast labor leader. Representative Winslow, of Massachusetts, chairman of the Interstate and Foreign Commerce Committee, Senator David E. Reed, of Pennsylvania, who succeeded the late Senator Penrose, Senator Arthur Capper, of Kansas, and other leaders of both houses, indicate the wide comprehensive support of this legislation. In fact, as the present situation stands, there is no so-called bloc or political faction whose leaders have not manifested their support.

But notwithstanding the rosiness of the outlook, Secretary-Treasurer Edmond A. Whittier, of the American Fair Trade League emphasizes the importance of pointing out to congressmen and candidates for Congress that the pending measures are based upon principles immensely beneficial to the country at large. He summarizes them in the statement that they will enable the manufacturer of a trade-marked or branded article to protect the consumer against misleading "bargain bait" advertising. Mr. Whittier declares that a "triangle of support" is needed to turn these bills into law; that they are quite as important to wholesalers and to retailers as they are to producers.

Those who understand the situation know that the great preponderance of sentiment is against unfair price cutting. It is up to the merchants of the country, however, to make this fact so startlingly evident that Senators and Representatives cannot ignore it. Moreover, the consumer's interest should be emphasized, since, in the last analysis, it is the consumer who makes the strongest appeal to Washington. Next to the consumer, in this respect, comes the small, independent merchant, whose number is millions and who is becoming more and more alive to the fact that price cutting on standard goods is making it increasingly hard for him to make a living profit.

To these merchants the Fair Trade League has suggested the slogan—A SQUARE DEAL FOR SQUARE DEALERS.

Four of these price standardization bills were introduced in the present Congress and all are likely to be pressed for passage as soon as the legislators return to the National Capital and the country settles down after the upheaval of the Presidential election. Although differing in detail, the bills are alike in principle. They seek to restore to manufacturers of branded, well-known goods the legal right to designate fair, uniform, living-profit prices at which such products shall be resold.

This question has been fought out in the courts and the law has become so muddled by conflicting decisions that the opponents of unfair price cutting realize that no more hope lies in that direction. Congressional legislation is the only remedy. The issue lies in the hands of the business men of the country. Their task is to impress upon their representatives at Washington the fact that these better business bills are essential to the prosperity of our domestic commerce and earnestly desired by a vast majority of merchants and manufacturers, as well as consumers, as indicated in favorable expressions of representative women's clubs and housewife leagues throughout the country.

Literature upon any or all phases of the subject may be obtained from the national headquarters of the American Fair Trade League, at 71 West Twenty-third Street, New York.

GOMPERS, UNION ORGANIZER, DEAD

Samuel M. Gompers, president of the American Federation of Labor, died at 4.10 A. M. on Saturday, December 13th, at San Antonio, Tex. Mr. Gompers was born in London in 1850, the son of a poor cigarmaker. He began life as an apprentice to a shoemaker but disliked that and started to learn cigarmaking. When he was thirteen years old he came to this country with his parents and settled in New York City, and the following year he helped to organize the Cigarmakers' International Union.

Through the work of the cigarmakers' union Mr. Gompers became interested in the idea of a national trades union and in 1882 the American Federation of Labor was founded, largely through his efforts, and he was elected president of this organization last November for the forty-third time. He was always against the radical element in the labor unions and did much to help to hold labor in its rightful place during the World War. He was seventy-four years of age.

"HOOK UP" YOUR BRANDS
WITH NEW TRADE
BY PACKING YOUR CIGARS
IN WOODEN BOXES
WE MAKE GOOD BOXES—TRY US
Windsor Cigar Box Co.
WINDSOR PENNA.
After all nothing satisfies like a good cigar

BUSINESS BUILDING

BY A TRAINED BUSINESS MAN AND ADVERTISER

WRITTEN ESPECIALLY FOR THE TOBACCO WORLD BY A.E.P.

ALL RIGHTS RESERVED

I WAS talking to my friend, John, clerk in my favorite cigar store, and John was sore.

"How come?" said I, when I saw he was building a towering mountain from some tiny little ant hill.

And then the flood gates opened and a flood of words poured forth. John had committed some carelessness which resulted in quite a money loss to the boss, and the boss had bawled him out with cruel biting words in a loud and angry tone and with a facial expression that would have brought envy to a mad bulldog.

Therefore John was naturally sore, and nursing his grievance, and broadcasting repellant thoughts to every one who entered the store.

It was sad. And I would like to observe to every proprietor who reduces angry pressure by harsh words that "bawling out" has gone out of style. It hurts the worker, to be sure. Hurts him bad and he probably won't repeat the fault. But it reacts on the boss, for the worker loses a lot of the most valuable stuff he possesses. That is, his interest, his sympathy, his ambition, his self-respect, his feeling that he and the boss are working together, his liking for his place.

All this reduces his efficiency as a salesman. His magnetism to draw trade, his prestige-building ability.

The good will of your workers, and the affection of your wife are two things which should be carefully cherished.

The LaSalle University is one of the livest business-teaching institutions I know. It has mail students all over the world, even in Darkest Africa. It has a most efficient research department, and it collects and publishes business information of inestimable value.

A communication on my desk gives several points that it says every retail merchant should know every day, and I herewith hand you the leading ones, as they constitute valuable pointers.

What you should know daily:
Total cash sales.
Total charge sales.
Total money received on accounts.
Total money paid out.
Total sales—both cash and charge.
Number of sales made by each clerk.
Number of sales made by the store.
Total money received from all sources.
Check all deliveries.
Who is responsible in case of error.

Go over the above carefully. Do you have this system? If not, why not? Forward-looking merchants, the kind who will succeed, are adopting it.

The American Telephone & Telegraph Company is one of the livest and most progressive concerns in the world.

Suppose you entered its employ as a minor clerk at twelve buttons per week, doing nothing but copy figures from reports to books. You'd think you were shelved for life, wouldn't you, particularly if you had no pull or influence to push you up?

That's what W. S. Gifford thought when he started in with them at the age of nineteen. Today he is the executive vice-president.

He stated recently that success is merely a matter of hard work and common sense. That a man need not worry where he starts, because he is sure to climb if he uses the above qualities.

There is much more chance for you to grow as a proprietor, or clerk, in a small establishment than in a large organization, where the danger of being permanently shelved in a little niche is very real.

But don't call it work. Call it play. Call it growth. Call it development. Tell yourself a thousand times a day that it is fun, that it is real pleasure, that you enjoy it immensely.

In time you actually will find that it *is* pleasure, that it brings you happiness—and then you will begin to grow, and grow, and grow. And Mother Nature will smile on you. You will be promoted. Everybody will treat you with consideration and respect. You will have money in two banks and will call their presidents by their first names.

Let's go.

The head of a big industry was addressing the heads of other big industries, and he spilled out to them a big handful of advice.

He told them to get out and see the world from time to time. To travel to distant cities, states and countries. To hobnob with the peoples there, talk shop, give information and absorb knowledge.

This might not be appropriate advice to you, a little fellet, with a dinky little store, and a careless clerk who would run your trade in the mud if you went away a week.

(*Continued on Page 16.*)

Business Building

(*Continued from Page 15*)

But you should not mope in your store all the day of every day, even if you can't pack up for distant parts.

Go out to the near-at-hand places. Call on your neighbors, your near neighbors and your distant neighbors. Get acquainted with them. Talk business, but for the love of Mike don't brag. Bragging would kill you quicker and deader than would a one-pound cannon ball. Tell your trials, troubles and tribulations, and then encourage them to tell theirs.

Weep over their shoulders as they unfold harrowing tales of dull business, stupid clerks, sassy traveling salesmen, cranky customers.

You will learn a lot by this listening. A big lot. You will learn human nature, and the trials of others in your line, and a hint here and there of how to overcome the trials. And it will all do you good—make a broader merchant of you, more resourceful, more experienced and more able to make a business success.

He had a freckled face, a wart on the right side of his nose and his hair was brick red with a strong inclination to point seven ways for Sunday.

But he could sell cigars, and pipes, and cigarettes, and smoking tobacco and anything else in the way of merchandise which the average cigar store usually handles.

He was a humdinger on selling and could sell to a standstill any other clerk I ever saw.

How did he do it, you ask?

Come close! Listen! Drop a five-dollar William in my eager outstretched hand and I will give away his secret. I learned it by watching him out of the corner of my eye an hour every day for a week.

He did it by the "Reason Why" method.

He had carefully studied every item of merchandise in the store and had elaborated ten reasons for each why a person should buy it. Then creating an opportunity to talk he deliberately, impressively and earnestly stated these ten reasons to the customer, checking them off ostentatiously on his ten fingers as he named them and expatiated upon them.

It was an unusual selling kink. It interested people. It was forceful. It gathered momentum as he checked up his different fingers, and by the time he had touched the tenth finger the listener had become convinced and was reaching in his pocket for the purchase money.

I'm wondering whether you could put the idea across. Why not give it a try?

OBVIOUSLY

The teacher had been giving a lesson on the cat's eyes, and had laid particular stress on the fact that a cat can see in the dark.

"Now," said she, "what can a cat do that I cannot?"

"Please, Miss," said the voice of one small child, "It can wag its tail."

MONEY AND MARKETS

By the National Bank of Commerce in New York

All signs point to a long period af activity ahead. Industry has been steadily picking up since midsummer but only lately has the physchological basis for prosperity been established. The factors underlying improvement have been evident for some time—an exceptionally sound credit structure, easy money, satisfactory returns to agriculture generally and the remarkable good fortune of the wheat belt in particular, a sustained construction program, a tremendous volume of goods moving on the railroads and increasing output from month to month in many lines of industry. Until now there has remained a spirit of hesitancy about the future which the clearing of the political atmosphere has served to remove.

The recent elections in the United States and Great Britain have assumed an importance to the course of business not ascribed to them before the event. In both countries, a conservative victory had been generally conceded. In neither had the sweeping gains actually made been regarded as among the possibilities. A long-prevailing and ineffective condition of divided power is now replaced by clear conservative control in both administrative and legislative branches of the governments of the two countries. Political events do not in themselves make good or bad business but freedom from uncalled-for governmental interference is certainly a factor of great importance in promoting business progress. Deferred business programs will now be put into execution.

The railroads are a case in point. For years their affairs have been subjected to legislative meddling in the alleged interest of the public. The mere prospect of not being hampered in working out their own salvation is more than could have been anticipated a few weeks ago. There is little doubt that the railroads will take advantage of the breathing space to consolidate their finances and to undertake deferred programs of physical betterment. Railroad expenditures will contribute heavily to sustained business activity.

BUNN & WILLIAMS GEORGIA DEMONSTRATORS

Bunn & Williams, managers and operators of the new $20,000 bright leaf tobacco warehouse which is to be built here, have taken over the demonstration of tobacco in Decatur and adjoining counties and are also co-operating with independent demonstrators. Advance work of securing acreage has been done by committees of the Bainbridge Board of Trade and about one-half of the required acreage has already been signed up. Mr. D. T. Williams, of Bunn & Williams, Tarboro, N. C., has arrived in Bainbridge, and has taken charge of the local situation. Demonstrators Eddins and Alford, of North Carolina, and Ayers and Floyd, of Nichols, S. C., are actively at work already. Independent demonstrators working in the county are Messrs. Wilkins and Davis, of North Carolina, and M. O. Murphy, a Decatur County boy, who secured his bright leaf tobacco experience in seven years of actual raising near Hahira, Ga. He has come back to a farm which his folks left some ten or twelve years ago and last year grew three and one-half acres of tobacco with excellent results. This year he will demonstrate for his friends and neighbors. About two hundred acres have been signed up in Miller County and about the same acreage in Seminole County, both adjoining Decatur. An equal amount has been signed up in Grady County on the east.

s a fitting close to an Old Year

Filled with most pleasant associations

We offer our Sincere Wishes for

Success and Prosperity during the New

Leschey-Myers Cigar Box Co.

Detroit News

(*Continued from Page 10*)

and "Dunhill" cigarettes, are reported to be enjoying a very healthy sale.

The Old Newsboys' Goodfellow Fund snapped into action on Thursday, December 18, when the annual sale of papers was held at noon in order to insure that every poor child in Detroit will have a Merry Christmas. The goal this year was set for $30,000. As in previous years the annual sale of papers was preceded by a street parade led by Schmeman's concert band. Many of Detroit's leading business men were stationed at the various downtown corners, where they began their business careers as newsboys.

Yours truly,

Mike of Detroit

GET YOUR AUTO TAGS EARLY

The Post Office Department in its Mail Early, Shop Early Campaign this year makes a suggestion to the citizens of Pennsylvania that those desiring the 1925 automobile license tags secure the same at an early a date as possible because of the approach of the holiday season, at which time the Post Office Department is taxed to its limit.

Acting Postmaster General John H. Bartlett, in Washington said:

> "The securing of these tags before the Christmas rush starts not only will aid the clerks in the post offices and the postmen who deliver the tags, but will also enable the motorists to have their cars equipped with the necessary plates before the first day of January. This co-operation on the part of the automobilists throughout the State will be deeply appreciated by every post office employee in Pennsylvania as well as by every official of this service."

BLAME "JAG" ON TOBACCO

Atlantic City, December 3.

Two men charged with being drunk, and one with driving an automobile in that condition, told Magistrate Endicott, of Ventnor City, they had been overcome by chewing tobacco. The Court and police endeavored vainly to ascertain the brand of the chewing tobacco.

The men, Louis Erbe and Charles Hart of Margate City, were arrested after the automobile, driven by Erbe, collided with another machine, knocked down a mail box and crashed into a telephone pole. Hart is a former member of the Margate City Commission and former member of the Atlantic County Board of Freeholders.

After all nothing satisfies like a good cigar

STATE CIGAR MAKERS MUST CHANGE LABELS

Washington, December 9.

Jacob C. Winter and Titus A. Smith, of Red Lion, Pa., trading as J. C. Winter & Company, and Key West Cigar Company, are required in an order issued by the Federal Trade Commission to discontinue using the words "Key West" alone or in combination with any other word or words on labels, brands or legends on cigars or on the containers thereof, or in advertisements used in connection with the sale or distribution of such cigars, if such cigars are in fact not made in the city of Key West or in the Key West district in the State of Florida, and are not manufactured from tobacco grown on the Island of Cuba.

In its investigation of the case the commission found that the respondents manufactured cigars from tobacco grown elsewhere than the Island of Cuba, and as a means of inducing the public to purchase such cigars, marked and labeled them with the words "Key West Perfectos." It was also found that respondents furnished to dealers certain window and counter displays in which the words "Key West Perfectos Imported" were set forth in large and conspicuous letters. It was found that respondent's use of the words "Key West" in the manner set forth tended to deceive and mislead the trade and consuming public into the belief that cigars manufactured by them at Red Lion, Pa., from tobacco not grown on the Island of Cuba, are manufactured in Key West and composed of Island of Cuba tobacco.

SAMUEL W. TROST DIES SUDDENLY

Samuel W. Trost, widely known cigar box and cigar box lumber manufacturer of Cincinnati, Ohio, died suddenly on November 25th shortly after noon.

It was Mr. Trost's custom to lunch at the Business Men's Club, and he had just left his office a few minutes before and was just leaving his hat and coat in the check room of the club when he collapsed and died before aid could be given him.

Although Mr. Trost was past seventy-five years of age he was apparently in good health and his death was a great shock to his family and business associates.

He is survived by his widow, Mrs. Carrie Trost. He had no children.

WOMEN SMOKERS, FEATURES MUCH SHARPER, SKIN MORE TAUT THAN ABSTAINERS

Women who are heavy smokers lose their fair complexions much more quickly than non-smoking women, in the opinion of Dr. R. Hofstatter, a Viennese physician, who has written a book about it. The features of the smoking women, he contends, are usually much sharper than those of non-smokers. The more women smoke, the sharper the nose and chin are outlined. The skin becomes taut, the lips lose their rosy color and become pale, while the corners of the lips show wrinkles prematurely.

STEINER BANDING MACHINES IN TAMPA

Mr. Ike Steiner, of William Steiner Sons & Company, 257 West Seventeenth Street, New York City, accompanied by Mrs. Steiner, is in Tampa, Fla., to install International Cigar Banding Machines at the factory of the Havatampa Cigar Company and also several other factories.

He will be at the Hilsboro Hotel, Tampa, Fla., for a week or ten days.

MELACHRINO cigarettes are made from the choicest and most carefully selected Turkish tobaccos grown, and because of their superb and unchanging quality, they have had no rival for forty-three years.

ORIGINAL

MELACHRINO

"The One Cigarette Sold the World Over"

BLACK FIRE CAUSES MUCH CONCERN AMONG TOBACCO GROWERS

Tobacco growers in the western part of Kentucky are very much concerned over the situation brought about by the prevalence of black fire, according to advices received by the United States Department of Agriculture. Due to the wet period this disease was very prevalent in most sections of the State. In some localities the growers were debating whether it was worth while continuing to care for the fields or not.

There is very little wild fire noted in the State. Sanitary precautions, including seed treatment as a means of control have utterly failed, the department is informed. The indications are that black fire is carried within the seed and cannot be reached by seed treatment in all cases.

In Florida, black fire was more prevalent than last year. Some of the fields showed severe infection when visited by a department representative, who reported that nothing has been learned as to the source of infection. In the case of wild fire, it is stated that there was much less seed bed infection this year in Florida than last year, and consequently less injury in the field. All beds which were steamed and seed treated were free from the disease. Second-hand Connecticut cloth was steamed.

Wild fire was found in two counties in South Carolina, but the disease is reported to be confined to localized areas. One field of forty acres of tobacco was badly damaged.

YORK COUNTY NEWS

A. S. Ziegler & Company are offering to the trade a stogie under the brand "Boston Delight" that retails three for ten cents, which is an extraordinary value for the money, and needless to say they are booking many orders for them.

Martin Neff & Son have recently added a large invincible shape under their "Grandella" and "Redola" brands, individually foil-wrapped, and have booked some very nice standing orders. This shape promises to be very popular.

The Consolidated Tobacco Company after January first will add a new member to their firm, in the person of Mr. Jacob Streavig, who has disposed of his interests in cigar manufacturing, and will join hands with Frank Strayer, Harvey Waughtel and Max Kalish in making the Consolidated Tobacco Company still more popular with the manufacturers.

T. E. Brooks & Company are continually opening up new factories trying to overcome the oversold condition that exists with them, the latest branch factory being located at Jacobus, Pa., where they expect to get considerable production on their "Canadian Club" and "Havana Sweets" brands.

Among the many salesmen recently visiting this territory, were Walter Ruthenberg of Ruthenberg, Derizanz & Company, New York; H. B. Cochrane, representing Peter, Schmidt & Bergman, New York; E. P. Russell, representing Industrial Leaf Tobacco Company, New York; J. R. Brady, representing American Box Supply Company, Detroit, Mich.; S. Strauss, representing R. J. Kugelman, Incorporated, New York, and G. W. Kreider, Reading, Pa., representing Durlach Brothers, New York.

BUYERS' GUIDE

CIGAR CASES

THE LOUDON CIGAR CASE

Increase your turnover with perfect 10¢ display and cut the cost of selling and serving cigars in half by handling cigars the modern way—the LOUDON way. Ask your cigar jobber or write us for complete descriptive folder "At Last a Real Cigar Case."

Loudon Mfg. Co. Grand Rapids, Mich.

NIC. ALTHAUS CO
MANUFACTURERS OF HIGH GRADE CIGAR BOXES
CEDAR, RAW AND PLANING MILLS
LABELS, RIBBONS, STAMPERS SUPPLIES
TEL. 4270 LEXINGTON 657-641 EAST 17TH ST. NEW YORK. ESTABLISHED 1878.

CIGAR BOXES

F. BRECHT'S SONS
CIGAR BOXES
109 N. Orianna Street
PHILADELPHIA, PA.

SUPPLIES

PAPER BAGS.
Weatherproof Paper Bags will protect your Scrap and Fine Cut Tobacco and keep it fresh and sweet.
Exclusive Manufacturers of Bags for this Industry for the past twenty-five years. Write for Samples.
THE WESTERN PAPER GOODS CO., Third and Lock Streets, Cincinnati, Ohio.

CIGAR BOXES

Monroe Jarrett Sons
WOODEN CIGAR BOXES
TRADE *JARSO* MARK
Randolph and Jefferson Streets
Philadelphia, Pa.

Tobacco Merchants' Association Registration Bureau, 5 Beekman Street NEW YORK CITY

Schedule of Rates for Trade-Mark Services
Effective April 1, 1916.

Registration	(see Note A),	$5.00
Search	(see Note B),	1.00
Transfer,		2.00
Duplicate Certificate,		2.00

Note A—An allowance of $2 will be made to members of the Tobacco Merchants' Association on each registration.

Note B—If a report on a search of a title necessitates the reporting of more than ten (10) titles, but less than twenty-one (21), an additional charge of One Dollar ($1.00) will be made. If it necessitates the reporting of more than twenty (20) titles, but less than thirty-one (31), an additional charge of Two Dollars ($2.00) will be made and so an additional charge of One Dollar ($1.00) will be made for every ten (10) additional titles necessarily reported.

REGISTRATIONS

GEHRKENS GOOD NICKEL CIGAR:—43,997. For cigars. October 28, 1924. Gehrken Tobacco Co., Augusta, Ga.

PUTTEE:—43,999. For all tobacco products. December 2, 1924. Schwarzkopf & Ruckert Co., Inc., New York, N. Y.

FASHION PARK:—44,000. For cigars, cigarettes and tobacco. December 4, 1924. Levi S. Lever, Attica, Ind.

BAXTER'S BEST:—44,001. For cigars. November 25, 1924. Baxter & Msbach, New Haven, Conn.

G. E. WORKS TOBACCO:—44,004. For tobacco. December 5, 1924. B. Payn's Sons Tobacco Co., Albany, N. Y.

BOUTON D'OR—LACORDAIRE:—44,005. For cigars. December 5, 1924. J. Albert Boucher, Biddeford, Me.

WINDSHIP:—44,006. For all tobacco products. December 5, 1924. American Litho. Co., New York, N. Y.

ROTORSHIP:—44,007. For all tobacco products. December 5, 1924. American Litho. Co., New York, N. Y.

ANTON FLETTNER:—44,008. For all tobacco products. December 5, 1924. American Litho. Co., New York, N. Y.

HAVANA TOWN:—44,009. For cigars. November 10, 1924. Fred Charles, Mohawk, N. Y.

TRANSFERS

THE TEMPTER:—1171 (Legal Protective Ass'n of Cigar Mfrs.). For cigars. Registered March 1, 1883, by Sutro & Newmark, New York, N. Y. Transferred by B. Newmark & Co., successor to Sutro & Newmark, to E. Kleiner & Co., Inc., New York, N. Y., around the year of 1903.

MAVIS:—25,678 (Tobacco World). For cigars, cigarettes, cheroots, stogies, chewing and smoking tobacco. Registered March 17, 1913, by The Jos. E. Canto Cigar Co., Detroit, Mich. Transferred to Michigan Cigar Box Co., Detroit, Mich., and re-transferred to Kish Bros., Detroit, Mich., November 13, 1924.

MORO (U. S. Tobacco Journal), and **5562** (Patent Office). For cigars, cigarettes, chewing and smoking tobacco. Registered January 22, 1878, by McCoy & Co., New York, N. Y., respectively. Through mesne transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to Rees-Mitchell Cigar Co., Greensboro, N. C., December 1, 1924.

EL MORO DE VENECIA:—31,718 (U. S. Tobacco Journal). For cigars, cigarettes and cheroots. Registered May 3, 1906, by Calvert Litho. Co., Chicago, Ill. Through mesne transfers acquired by the American Box Supply Co., Detroit, Mich., and re-transferred to the Rees-Mitchell Cigar Co., Greensboro, N. C., December 1, 1924.

TOBACCO COMPANY INSURES EMPLOYEES

Group life insurance for its district managers and salesmen has been provided by the Brown & Williamson Tobacco Company, of Winston-Salem, N. C. More than 100 individuals are included in a total coverage exceeding $250,000.

The insurance was written by the Metropolitan Life Insurance Company on a co-operative basis, whereby the tobacco company and its employees jointly pay the premiums.

The group insurance program provides individual coverage of $2500 for salesmen and $5000 for district managers, who are located in a number of cities and towns throughout the United States.

Supplementary to the actual contract of insurance are certain service advantages. Among these are a department which at frequent intervals distributes instructive pamphlets on health subjects and sanitation problems, and a free visiting nurse service. Any of the Brown-Williamson employees insured under the Metropolitan's group plan are entitled to avail themselves of this service, if living in localities where it has been established.

Besides the low cost of the insurance and the exemption from medical examination provided by the group contract, a feature of the insurance is its disability clause. The full amount of the insurance will be paid to any policyholder, who becomes totally and permanently disabled before reaching sixty. The insurance will be paid in equal monthly instalments for a stipulated period, during which the payment of premiums will be waived by the insurance company.

EXTRA DIVIDENDS DECLARED

The G. W. Helme Company declared 15 per cent. extra common dividend and regular quarterly dividends of 3 per cent. on common.

CIGAR BOXES

Dependable service—Quality packages—to meet any requirement in the Wooden Containers for Cigars

The WOODEN package is the retainer of AROMA from Factory to Consumer

The Buckley Cigar Box Co., 24 Vine St., DESHLER, OHIO.

After all nothing satisfies like a good cigar

The Buckley Box Co., 1106 West Town St., COLUMBUS, OHIO.

Heywood, Strasser & Voigt Litho. Co.
26th St. and 9th Ave., New York
WESTERN REPRESENTATIVE:
PAUL PIERSON
139 North Clark Street, Chicago, Ill.
Cigar Labels, Bands and Trimmings of Highest Quality

OSCAR PASBACH, PRES. J. A. VOICE, SECY. & GEN'L. MANAGER
PASBACH-VOICE
LITHOGRAPHING CO. INC.
ART LITHOGRAPHERS
GRAND STREET AND MORGAN AVENUE
BROOKLYN, N. Y.
CIGAR LABELS - CIGAR BANDS

PERFECT LITHOGRAPHY
CIGAR LABELS BANDS
American Box Supply Co.
2309 Russell Street Detroit, Mich.
Corner of Gratiot Street
Exclusive Selling Agents For
THE CALVERT LITHOGRAPHING CO.

CIGAR BOX LABELS
BANDS AND ADVERTISING
American Lithographic Co.
NEW YORK

SINCE 1870
CIGAR BANDS CIGAR LABELS
SPECIAL PROCESS
WM. STEINER SONS & CO.
257-265 W. 17th St. - New York City
Sole Distributors for New Model Cigar Banding Machine for Ungummed Bands

The Standards of America
Lorillard's Snuff, Est. 1760
Rail Road Mills Snuff, Est. 1825
Gail & Ax's Snuff, : Est. 1851
ALL OF THE OLD ORIGINAL
Maccoboys—Rappees—High Toasts
Strong, Salt, Sweet and Plain Scotchs
MANUFACTURED BY
GEORGE W. HELME CO., 111 Fifth Ave., New York

The Celebrated Dill's Best
Long Cool Smoke
Dealers CAN NOW GET DILL'S BEST SMOKING TOBACCO THROUGH ANY REGULAR JOBBER
J. G. DILL CO.
RICHMOND, VA.
Manufacturers of HIGH GRADE SMOKING TOBACCO.

FULL Habana Filler

Actual size of Rob't Burns PERFECTO

There is no substitute for fine Habana Tobacco!

It always has been the choice of discriminating cigar smokers. Its rich smoothness and individual flavor, so delightful to the palate, are never equalled.

That is why more men are turning to Rob't Burns every day—for this is a cigar with a FULL Habana Filler of unchanging excellence.

Day after day, year in and year out, you can always bank on the same whole-souled enjoyment in every Rob't Burns cigar you smoke.

Rob't Burns

The PANATELA 10¢

The PERFECTO 2 *for* 25¢

The foil-wrapped INVINCIBLE 15¢

After all nothing satisfies like a good cigar

General Cigar Co., INC.

End of Volume

CONTINUED
ON
NEXT REEL

END OF REEL
PLEASE
REWIND